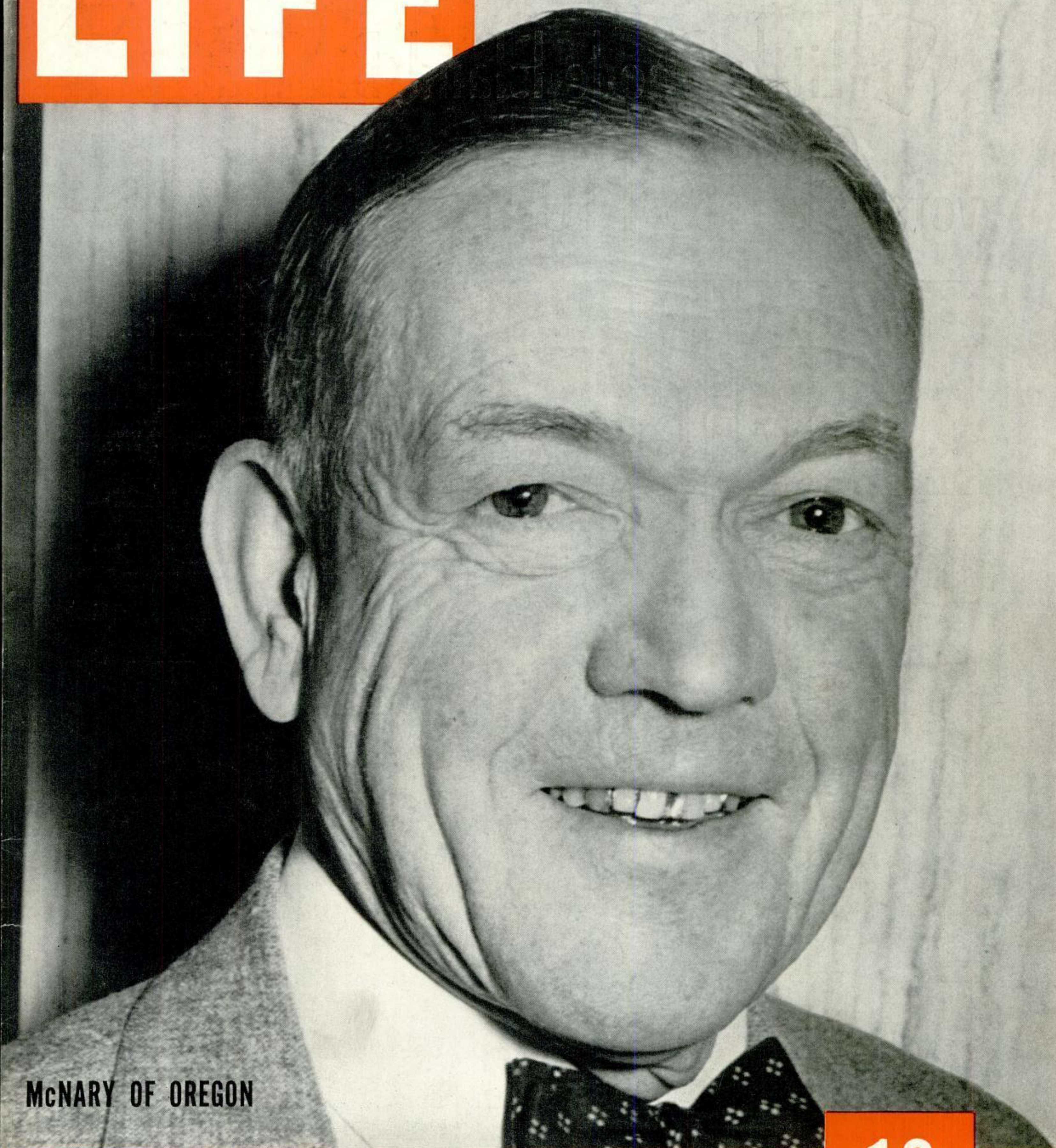


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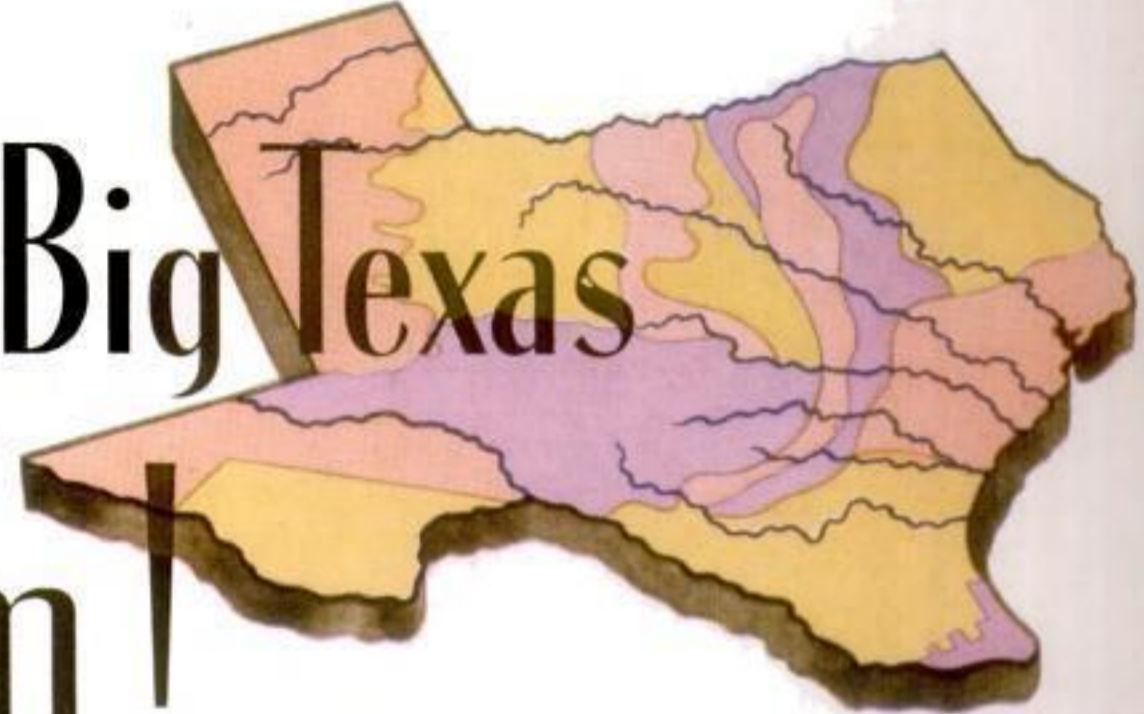
McNARY OF OREGON

AUGUST 12, 1940 **10** CENTS

What's the best ham?



Little Rhode Island, Big Texas



vote Swift's Premium!



On lots of matters, opinions differ in different parts of the country. But not on the question of which ham is the best. East and west, north and south, poll after poll has shown Swift's Premium is America's favorite.



Independent research workers made these polls. In Rhode Island and in Texas they telephoned many hundreds of women, asked which ham they think is best. Both states gave Swift's Premium a landslide victory.

All over the country, polls show a decisive preference for this particular brand

"Down east" in Rhode Island or "down south" in Texas . . . in cosmopolitan Washington, D. C. or among farm women . . . wherever a poll is made Swift's Premium Ham is the winner.

Independent research workers conduct these polls; ask simply "Which brand of ham do you think is the best?" In nine consecutive polls, Swift's Premium has won nine smashing victories!

Most recent in this series are polls made in the biggest state and the littlest. Swift's Premium got more votes in Rhode Island than the next four

brands combined. It won by a big margin in Texas.

Why is it that women the country over so greatly prefer Swift's Premium Ham? There's just one answer—because it tastes the best. No other brand has such mildness and richness, from Swift's secret Brown Sugar Cure. No other has its mellow tang, from special Smoking in Ovens. And Swift's Premium is tender as a plump spring chicken.

Tomorrow, serve Swift's Premium Ham and just watch your family enjoy their dinner. After all, it's the meat that makes the meal.

THE REASON!
Unmatched flavor from Swift's secret Brown Sugar Cure and special Smoking in Ovens!

For easy cooking

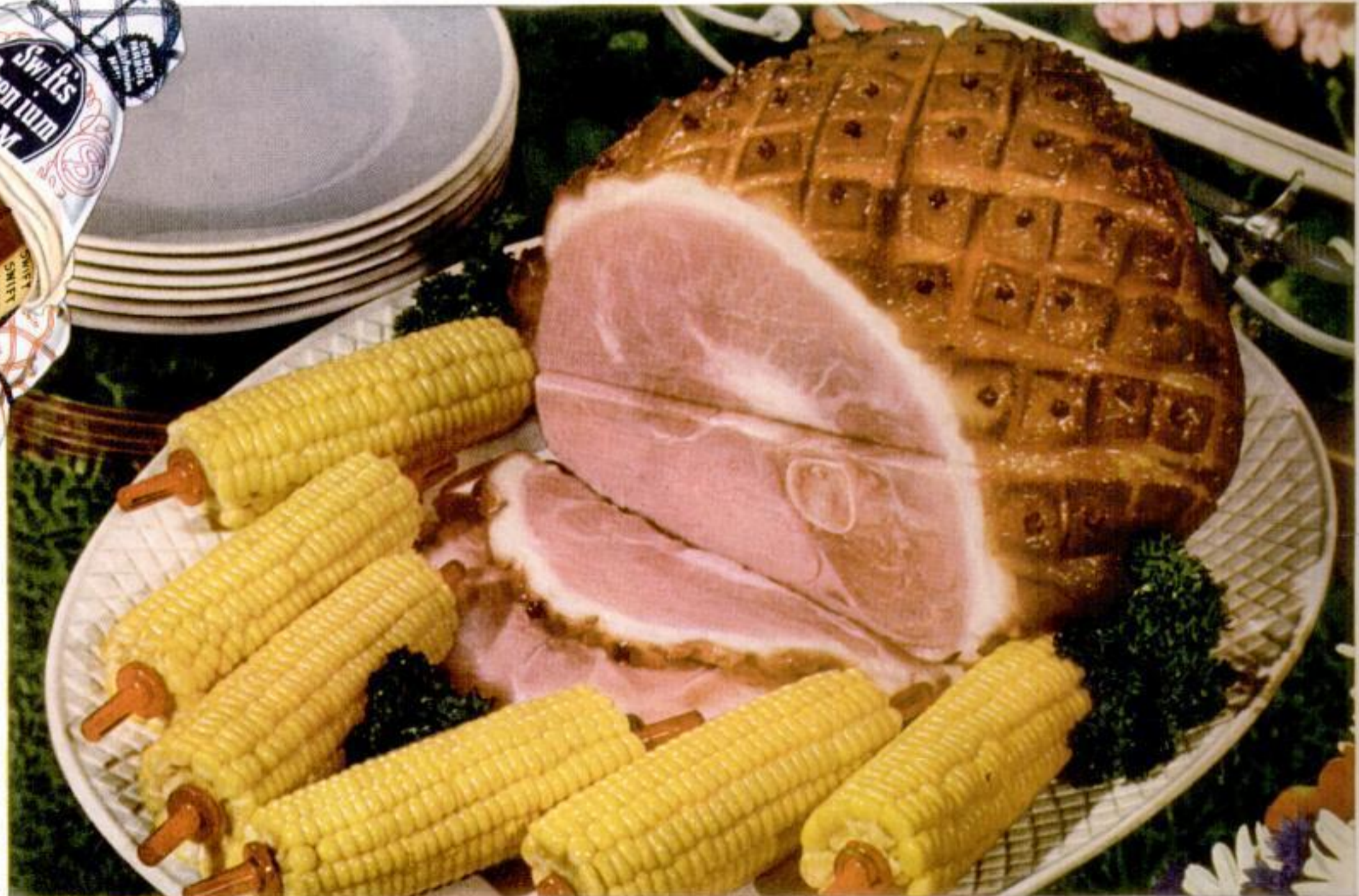


Copr. 1940 by Swift & Company

Ready to eat

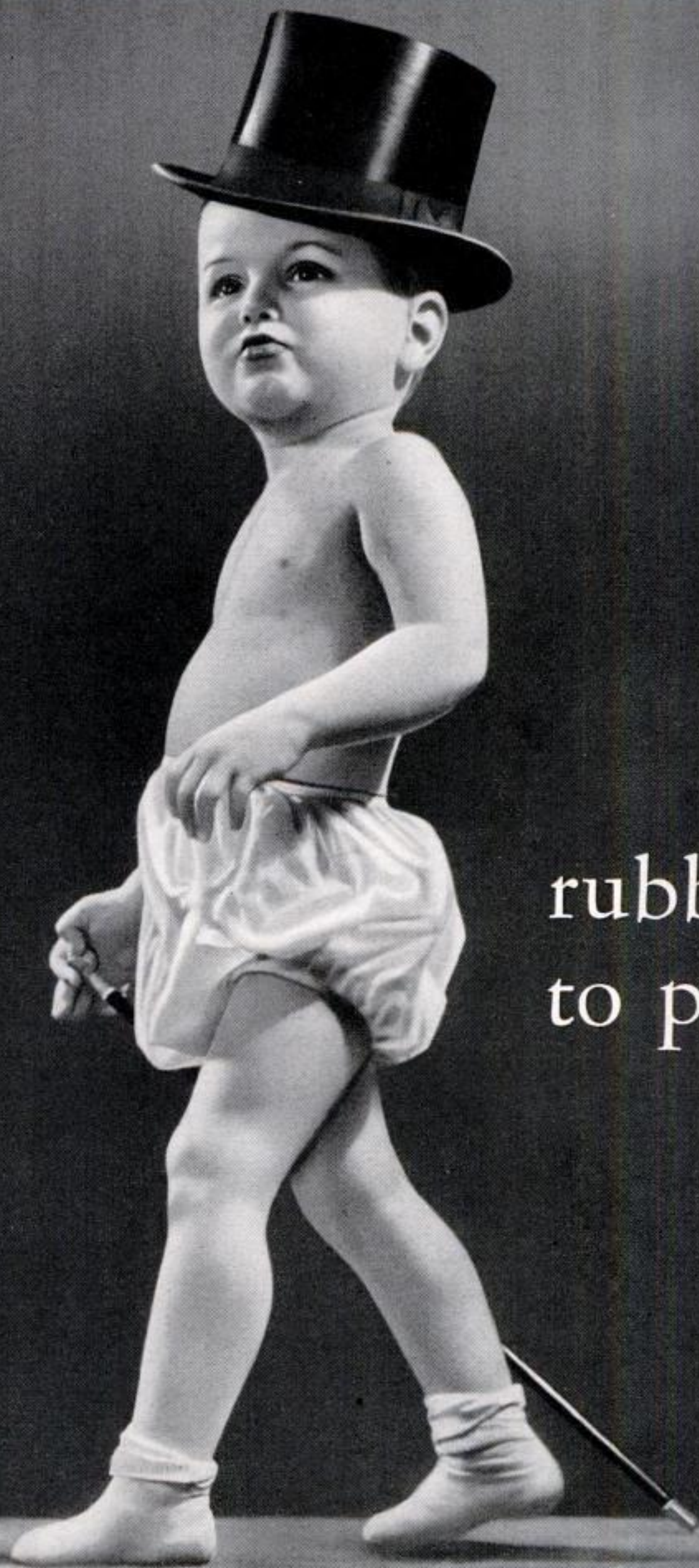
Say Swift's Premium for the finest meats:

- BEEF • LAMB • VEAL
- BACON • HAM
- FRANKFURTS • POULTRY
- TABLE-READY MEATS



MARTHA LOGAN'S SUMMER SPECIAL Bake a half Swift's Premium Ham, skin side up on rack in open pan without water in a slow oven (325° F.). Allow about 22 minutes per lb. (5 minutes per lb. more if ham is taken straight from refrigerator). Skin, score, stud with whole cloves and spread with 1/2 cup brown sugar mixed with 1 tsp. dry mustard. Brown in hot oven (400° F.) 15 to 20 minutes, basting several times with drippings. Arrange piping hot sweet corn on the platter and accompany with melted butter sprinkled with paprika.

REMEMBER, THE MEAT MAKES THE MEAL



rubber
to prevent accidents!

THE "ACCIDENTS" of babyhood were an early concern of rubber research . . . and important, as every parent knows. But "safety on every lap" meant much more than rubber panties to Goodrich scientists. They wanted to protect children and grown-ups against the accidents that threaten on every lap of the road . . . blow-outs and sudden flats!

WHAT A PROBLEM! When a spike, for instance, rips through a swiftly whirling tire and tube . . . the consequences would seem to be inevitable. Unless an inner tube could be made to "heal itself"—to "heal" a gash almost as the human body heals a

wound, but so quickly the air hasn't time to escape. The new Goodrich Seal-o-matic Tube does just that!

ITS "SELF-HEALING" lining works in to fill holes and gashes *while you ride*. You get maximum protection against blow-outs and flat tires both: 2-Way Safety! Seal-o-matics save money, too. Taxi and light-truck owners report they make tires wear up to 34.6% longer. Take advantage, if you wish, of the confidential credit plan offered by Goodrich Silvertown Stores and by many Goodrich Dealers. Ask about "change-over" deals they can make for new cars. Remember *which*, **THE NAME'S GOODRICH.**



... Maximum Protection Against Blow-Outs and Flat Tires Both! "Self-Healing" lining (A) works in to heal holes and gashes almost as the human body heals a wound . . . forms a seal like a tough "scar." This is protection from the inside. And for added safety, the tubes themselves are 60% stronger than ordinary tubes . . . made of special black heat-resisting "Tuff-Rubber" . . . and not weakened by blowing up and stretching to tire size, because this inner tube is built to fit your tire. At the 1940 New York World's Fair—Jimmie Lynch drives over 3-inch, chisel-sharp spikes every day . . . without a blow-out or a flat tire. See him at the great Goodrich Thrill Arena.

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Goodrich Seal-o-matic Inner Tubes

DON'T BE SATISFIED WITH LESS THAN 2-WAY SAFETY

This One



GZZS-N36-B6XH

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“PROTECTING THE AMERICAN HOME”



In 1799, Thomas Piper, cobbler, lived in Weston, Vermont. His two daughters, brought up in the ways of thrift, were wont to walk barefoot to church in Chester carrying their shoes until near the church and likewise taking them off again when going home, in order to save shoe leather.

Thrift—New Style

If you have young dependent children, you will read the following with interest whether you intend to buy life insurance or not.

National Life offers you through its Family Income Policy a form of protection which is so extensive in its benefits that it might be said to allow you to “have your cake and eat it, too.”

1. *Your Family.* In case of your death, it guarantees to your wife and children a monthly income while the children are dependent, for periods of 10, 15 or 20 years from the date of the policy.

2. *Your Wife.* In addition to the monthly income, your wife will receive the full face amount of the policy at the end of the income period.

3. *Yourself.* If you outlive these maximum needs, you may convert the policy into a

monthly retirement income for yourself.

How it works. Suppose you should die suddenly, what would your wife and children receive? Illustration: Insured age, 35. Sum insured, \$10,000. Family Income “20 Year Plan.” Suppose death occurs five years after the policy takes effect. National Life will pay:

1. \$100 a month the remaining 15 years of the “20 Year Plan” . . . \$18,000
2. At the end of the Family Income Period, a lump sum of 10,000

Total \$28,000

Is this kind of life insurance expensive? No, between the ages of 25 to 45, it will cost you only a few dollars a month more than ordinary life insurance. Why not find out how it might fit your needs? Use this coupon below.

NATIONAL LIFE INSURANCE COMPANY

HOME OFFICE—**VERMONT**
MONTPELIER,

A Mutual Company, founded in 1850, “as solid as the granite hills of Vermont”
CLIP AND MAIL THIS COUPON

NATIONAL LIFE INSURANCE Co., DEPT. 115, MONTPELIER, VERMONT

Please tell me about your Family Income Policy without obligation to me.

Name Date of Birth

Business Address Age of Children

Home Address

LETTERS TO THE EDITORS

Dear Friend Lost

Sirs:

My husband and I were astonished as well as extremely pleased to see pictures of a very dear friend of ours in your July 22 issue. I am speaking of Max Corre, to whom the members of your Paris office owe much in the way of escape from France.

We knew Max years ago in France when my husband and he were students together in the philosophy department of the Sorbonne. Max was working on his *Licence*, my husband for his *Doctorat*.

Max and his charming wife Annette lived on the same street only a few houses away from us in the little town of Bois-Colombes. Their son, François, was born six months after my daughter. We were all very young and dewy-eyed and my memories of Max and Annette Corre are composed of long evenings spent in idealistic conversation and pleasant afternoons passed together pushing our baby carriages up and down quiet streets. Unfortunately, we lost track of the Corres about four years ago. Can you give us information about them?

HELEN BLAU

Los Angeles, Calif.

● LIFE too has lost track of its very good friend Max Corre. When last seen, he was sadly waving his hand from the bridge at the border town of Irún, as LIFE's Paris staff crossed over into Spain. Presumably he is still with the French *Service Cinematographique de l'Armée*.—ED.

Refugee Children

Sirs:

Your article on the refugee children of England (LIFE, July 22)—what a heart-breaking commentary on the state of the world it is!

ELEANOR BUTLER CAMPBELL
Minneapolis, Minn.

Sirs:

Since the publication of your excellent story and pictures about refugee children from England there have been a number of important developments.

New regulations in regard to admission of refugee children from war zones were put into effect on July 13 by the Departments of Justice and State. These regulations make possible the admission of large numbers of children on the assurance given by an approved corporation, such as the U. S. Committee for the Care of European Children, that they will be properly cared for and not become public charges. There is nothing now that stands in the way of admitting as many children as available sources for their support and facilities for transportation to this country permit.

MARSHALL FIELD, President
U. S. Committee for the Care of
European Children
New York, N. Y.

Courage of the English

Sirs:

So you think that our preparations for meeting parachute troops are “pathetic?” You show Englishmen using rifles that were discarded by the Swiss Army about 1900 (LIFE, July 1).

One Englishman armed with antiquated weapons or only with the weapons of his own courage and determination is worth more than the whole Nazi might of tanks, sub-machine guns and the rest. You further say: “Yet, faced with the Battle of Britain, the amazing English apparently find the idea of defeat totally impossible to accept. . . . Their nervelessness, whether of courage or stupidity, is staggering to contemplate.” Thanks for the compliment and the underlying sneer. But there is no “apparently” about it. We do find the idea of defeat totally impossible.

It is difficult to explain the universal feeling that defeat is impossible. It is not due to stupidity but to a mixture of courage, pride, determination, confidence, hatred of all that Nazi rule implies and a hundred other inexplicable ingredients.

We just know that we can't be whacked because we would rather die first. Let the rats desert and scuttle off to other countries. We're better without them. We will stay and, if necessary, die for our beliefs, and in death we still shall not know defeat.

We laugh at everything; even death.

The kids here look upon the war as an exciting sort of game. It's fun to be evacuated, fun to wake up in the middle of the night and go to the shelter in the garden, fun to realize that this is the “pictures” come to life when the searchlights and anti-aircraft guns go into action and that they're playing a star role, fun to be rationed and carry gas masks “just like a soldier.”

America has done us a great service by giving us the expression “So what?” It may well become the national motto. So what? Our turn will come.

I am 25, and my ambitions have been pretty well smashed by the war. But I'm not grumbling. I'll get going again when we've won the war. Meanwhile I let myself go in a letter telling you all about how we ordinary people feel.

MABEL STONIER

Liverpool, England

Not Interned

Sirs:

On page 11 of LIFE, June 17, a photograph appeared of alleged Canadian Fascists with the following caption: “Adrien Arcand, ‘National Führer’ of the Fascist National Unity Party in Montreal, was seized with seven of his advisers in Fifth Column roundup May 30.”

This caption would lead readers to believe that all the persons shown in the picture were interned. Certainly I (seated at extreme right) was not interned. In fact I have not been a member of this Party since May 1938.

This photograph was taken by one of your staff early in 1938 but I and many



J. ED LESSARD

others were ousted from the Party on May 20, 1938 for insubordination because we “protested against the supreme authority of the Party being vested in any one man, contrary to the constitution of the Party.”

The publication of this picture has done me considerable harm here and in Western Canada where I am well known as most persons believe I have been interned and that I am still a member of the above Party.

J. ED LESSARD

Montreal, Canada

Patriotism

Sirs:

“Nation discovers it's smart to be patriotic” (LIFE, July 22).

So this is patriotism! Half-naked women frolicking around our public beaches with the nation's sacred hymn of victory “wrapped” around their “ramparts”; America's majestic Stars and Stripes, symbol of a glorious national heritage, adorning common handbags; flag manufacturers “gleefully” reporting the successful commercialization of American patriotism; the national anthem becoming a “curtain raiser” in Manhattan!

If our forefathers who fought and died

(continued on p. 4)

Mr. and Mrs. Jim Post add up the cost of their World's Fair Vacation

... and Jim wins an argument
... and Mrs. Jim a new dress!



Mrs. Jim: It was grand, Jim—like a second honeymoon. But I told you before we started it would cost us at least \$100.
Jim: You're wrong there, Amy. Wait 'til you see the figures. First, two round trip coach tickets to New York on the Pennsylvania from Canton, Ohio—\$32.50. Right?

Mrs. Jim: Yes, but what about that wonderful first day in Washington? That must have cost plenty.
Jim: Free stopover, my dear, on the Pennsylvania—so that cost us nothing. Hotel, \$4; three meals for two, \$4.50; sightseeing, \$3.10. \$11.60 altogether—dirt-cheap!

Mrs. Jim: But Ben Franklin would never have called us thrifty in Philadelphia.
Jim: Only extravagance there, Amy, was extra portions of that Philadelphia Pepper Pot. Hotel, meals, seeing the Liberty Bell, Independence Hall, Betsy Ross House, everything—\$10.00, that's all.

Mrs. Jim: Yes, but what about those three heavenly days in New York?
Jim: Saw everything, didn't we? Our hotel right near the Pennsylvania Station. You gadding about the stores, I giving Broadway the once-over. \$23.35 for 3 days—yep, the whole shooting match!



Mrs. Jim: But Jim! You didn't add in the Fair.
Jim: Shucks! County fairs have cost us more. Four admission tickets—\$2. "Railroads on Parade"—25c each. Hot dogs, sandwiches, ice cream—a dollar. That's all!

Mrs. Jim: All right, now add it up. It still sounds like \$100 to me.
Jim: This is one time I win. Thirty-two fifty... \$11.60... \$10.00... \$23.35... \$3.50... \$5.00 for incidentals... grand total World's Fair visit: \$85.95*!

Mrs. Jim: Wonderful, dear! And the difference will buy me a nice new dress. You don't mind, do you, dear?
Jim: No-o-o-o. Fact is, I never thought myself a Fair visit would cost so little.

And this "Direct Route" made it so convenient for "Mr. and Mrs. Jim" to go to the Fair.

As your Pennsylvania train glides into Pennsylvania Station, New York, merely step to waiting electric train... and in 10 minutes, for 10 cents, you're at the Fair! No confusion or inconvenience.

Hard to believe that you can enjoy a World's Fair vacation—and cover so much of scenic and historic interest—for so little money. But it's a fact. Look into the low fares Pennsylvania Railroad quotes for both Pullman and Coach travel. Go straight to the gate by its "Direct Route" or via Washington, Philadelphia, Niagara Falls at

NO EXTRA COST from many western points. New Travel Credit Plan for purchasing railroad tickets and new low all-expense tours make World's Fair vacations possible for everybody—ask Ticket or Travel Agents about them. Above all, go to the Fair—there's no attraction that offers so much in fun, thrills and education for so little money!

*Cost figures are given as examples only and are subject to variation depending upon hotels and restaurants selected.

Pennsylvania Railroad

Coming from Chicago? Ride the de luxe all-coach Trail Blazer! Observation Car... Radio... Club Lounge... smart Diner, low-priced meals... Luxury Coaches with large "panorama" windows, big washrooms... Reserved individual reclining Seats... Attendants. All at regular low coach fares.

See two Fairs for one Fare! San Francisco as well as New York. Easy on a Grand Circle Tour. From your home station and back again... \$90 in Coaches, \$135 in Pullmans, plus reduced Pullman charge. At San Francisco Fair, see Pennsylvania Railroad's "Magic Movies."

See how little Fares to the Fair are!

Examples of 60-day Round-Trip Coach Fares to New York

From Chicago	\$27.25
From Cleveland	\$17.15
From St. Louis	\$31.75
From Cincinnati	\$22.55

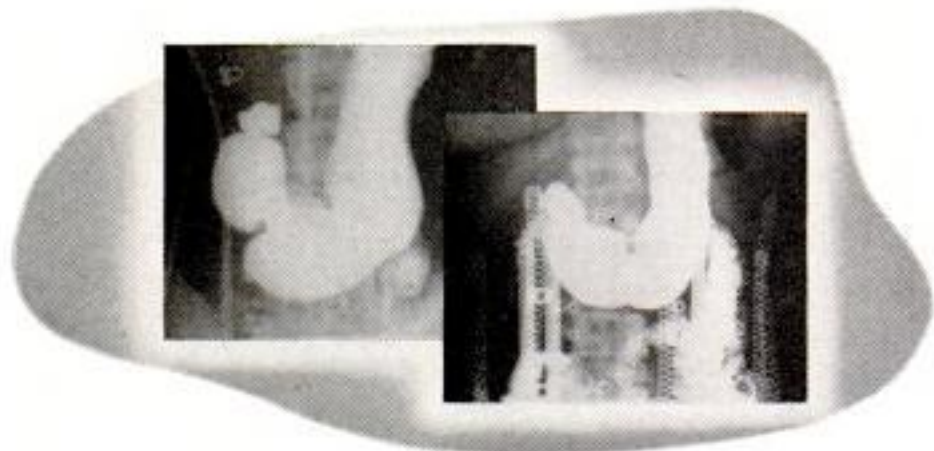
Still lower fares on week-end Excursions from Detroit, Dayton, Cincinnati and intermediate points; also on 1-day and week-end Excursions from Philadelphia, Washington, Pittsburgh and nearby points. Practically all trains carry coaches.

Ask about low Pullman fares

SHORTEST WEST-EAST ROUTE... DIRECT ROUTE TO NEW YORK WORLD'S FAIR... STATION ON FAIR GROUNDS

PICTURES RARELY SEEN OUTSIDE A DOCTOR'S OFFICE

*reveal the truth
about good and bad corseting*



DON'T BUY ANOTHER CORSET until you've seen the amazing new X-ray photographs available free to women interested in having a good figure. They are the result of exhaustive scientific research conducted under competent medical supervision.

A woman of average size was X-rayed wearing a corset, designed like many corsets, to grip at the waist. The resulting photographs show the stomach and intestines crowded downward! Five minutes later the same woman was X-rayed wearing an Indi-

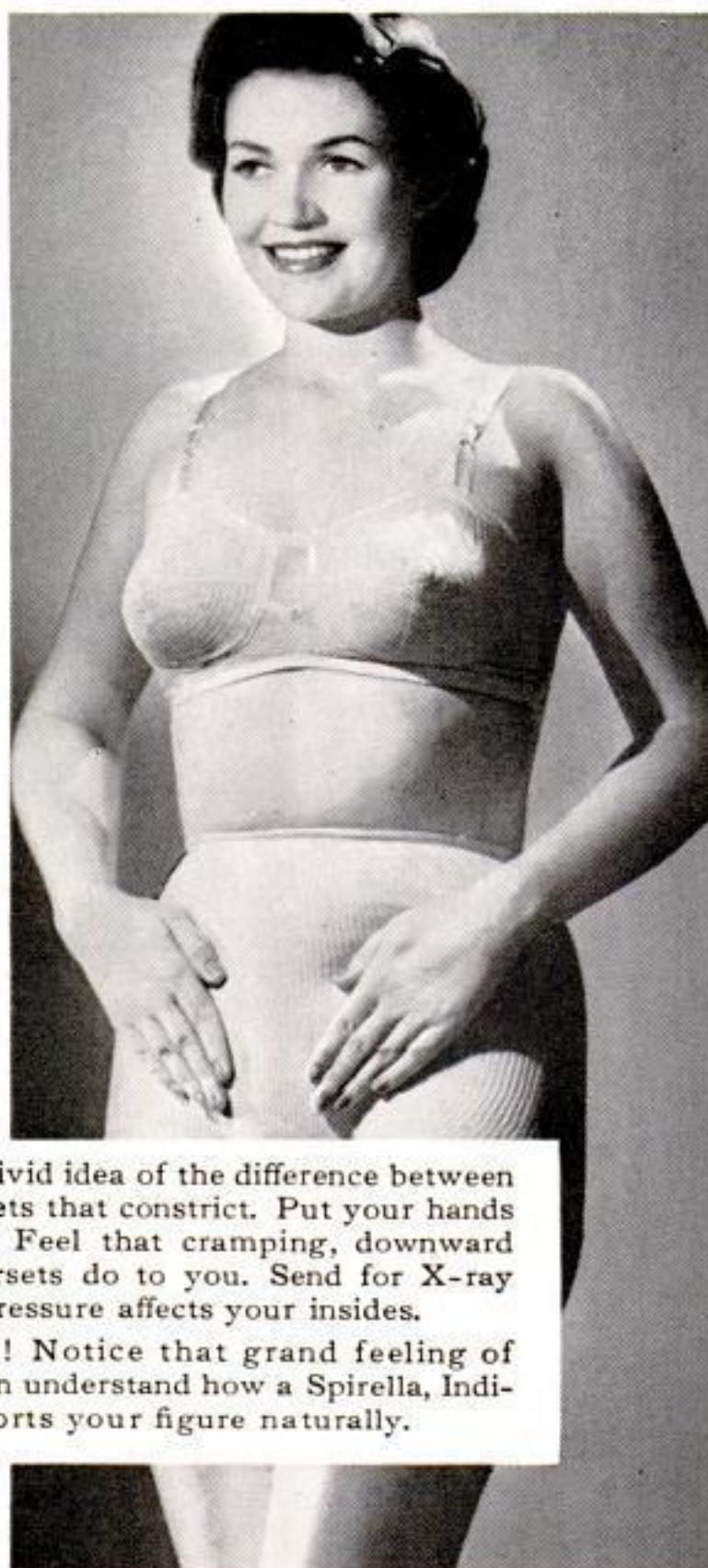
vidually-Designed Spirella. Photographs show stomach and intestines actually raised about three inches!

These scientifically accurate X-ray photographs have been accepted for advertising by the Journal of the American Medical Association. A set will be mailed to you FREE. All you need do is fill in and mail the coupon below. Learn the secret of a youthful figure—find out how to avoid figure-sag, that menace to health and lovely lines. Clip and mail the coupon today.

"Press-and-Lift" test shows how you can look and feel years younger



THIS SIMPLE TEST will give you a vivid idea of the difference between natural Spirella support and corsets that constrict. Put your hands at your waist and press down! Feel that cramping, downward pressure! That's what most corsets do to you. Send for X-ray photographs and see how this pressure affects your insides. **NOW LOWER YOUR HANDS** and lift! Notice that grand feeling of lightness and uplift! Now you can understand how a Spirella, Individually-Designed for you, supports your figure naturally.



FREE X-RAY PICTURES! Try the "Press-and-Lift" Test tonight. Then look up Spirella in your phone book and make an appointment with your Corsetiere. She can show you complete pictures of fascinating X-ray research. Or clip the coupon below for FREE booklet containing X-rays.

**LOOK BETTER WITH AN
INDIVIDUALLY DESIGNED**

Spirella
FEEL BETTER TOO!

Spirella, Dept. F-8
Niagara Falls, N. Y.
(Canadian Factory: Niagara Falls, Ont.)

Please send me your booklet containing complete set of X-ray photographs, without obligation.

Name _____
Street _____
City _____ State _____

OPPORTUNITY FOR AMBITIOUS WOMEN 30 TO 45.
Build up permanent profitable Spirella business of your own. Check here for details

LETTERS TO THE EDITORS

(continued)

under the American flag could see such a disgrace fall upon their standards, they would feel the very cause they had died for degraded and shamed.

J. DRENAN KELLEY

Boston, Mass.

● In 1918, when Elsie Janis went abroad to entertain the American doughboys, she was seen in a famous dance wherein she flipped high her saucy skirts, revealed a pair of skin-tight pants made out of an American flag.—ED.

Democratic Convention

Sirs:

In your issue of July 29 the diabolically clever and subtle handling of the Democratic Convention has been so planned and pictures and text so chosen as to convey the impression that the candidacies of President Roosevelt and Mr. Wallace are a product of the sewers and strip-tease joints of Chicago's moral slums, while the Republican candidate listens in Olympian majesty from the pure and noble altitudes of the Rockies.

JAMES P. DAVIS

Washington, D. C.

Sirs:

Your article on the Democratic National Convention is deserving of highest praise. It is truly a masterpiece of objective reporting and a much-needed exposé of the shameful, rotten mess that was staged in the name of democracy at Chicago.

GEORGE G. BASS JR.

Greenwich, Conn.

Sirs:

I think a good name for the current Democratic Party would be "Third Termites."

"Quick, Wendell, the Flit."

BURLEY T. CRAM

Cambridge, Mass.

First Girl Lifeguard

Sirs:

I note in your issue of July 29 much to do about the girl lifeguards at Manhattan Beach. To keep the record straight, the first girl lifeguard in the country was Renee Bebert, who worked

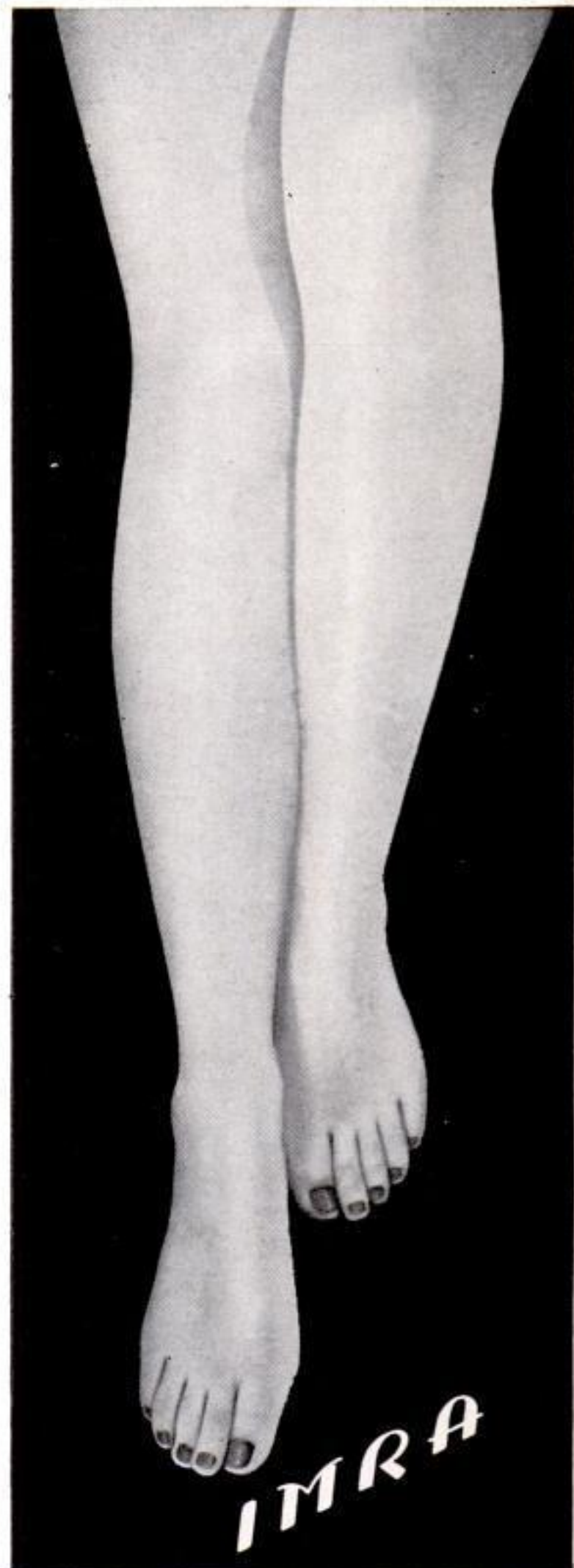


RENEE BEBERT

during the summer of 1938 at the Riverside Cascades Pool, New York City. Enclosed is a photograph of this young lady which shows that, as a lifeguard, she was as beautiful as any down at Manhattan Beach.

BERT NEVINS

New York, N. Y.



**removes unwanted hair sweetly!
ODORLESS! PAINLESS!**

Step out on the beach this summer, with legs and arms beautifully hairfree. Use IMRA* ...amazing new ODORLESS and PAINLESS cosmetic depilatory!

IMRA has no disagreeable chemical odor. It's the sweet way to de-fuzz! Pure, snow-white cream, delicately scented. Goes on easily. Feels cool, pleasant. Stays on briefly. Washes off quickly, taking disfiguring hair with it. No offensive odor to irritate you or haunt the room. You'll be delighted! Three sizes, 65¢, \$1.00 and \$1.25. At fine drug and department stores. Or send in the coupon for generous trial tube.

PARFUMS CHEVALIER GARDE, INC.
distributors
730 FIFTH AVENUE • NEW YORK CITY



*Reg. U.S. Pat. Off., U.S. Pat. Pend., Copyright, 1940

IMRA, 730 Fifth Avenue, New York City
(Canadian address: 751 Victoria Sq., Montreal)
I enclose 25¢ (stamps or coin). Please send generous trial tube of IMRA to:

NAME _____
STREET _____
CITY _____ STATE _____ L-8

“NO KIDDING, VAN, I thought I had a pretty complete insurance set-up until I talked with my friend from The Union Central Life. He made me what he called a Family-Needs Forecast, and I’m telling you it opened my eyes! Seems I had *enough* insurance all right, but it wasn’t arranged to handle the seven vital needs Jane and the kids would face if I died. This ‘Forecast’ showed me how to take care of *all* those needs . . . simply by making my *present policies* do a more efficient job!”



★The Family-Needs Forecast is the fruit of 74 years’ experience in helping fathers better to provide for their families. A basic part of Union Central’s special service, it is a precision instrument for making your insurance set-up efficient and economical. You will incur no cost or obligation in having a “Forecast” made for yourself. Just send your name and address to Department B-16.

THE UNION CENTRAL LIFE INSURANCE COMPANY • CINCINNATI, OHIO

A \$400,000,000 Institution Founded in 1867

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SPEAKING OF PICTURES . . .

. . . THIS IS CONEY ISLAND'S RECORD CROWD

When the summer sun beats too cruelly on the great city, the people flee as they might have fled centuries ago from some vengeful fire god. From melting streets they rush to baking beaches to bare themselves, almost sacrificially, to the rays of the hot star they are trying to escape. On the unbearable Sunday of July 28 (93.4° in city shade), the people of New York massed in record numbers at Coney Island. For practical purposes they were as uncountable as the sands.

There were at least a million people, according to police. There were certainly too many. A man could not stretch his feet without trespassing on a neighbor and he had to shove through the ocean fringe for a place to swim.

Here is the midsummer holiday of the metropolis, a day that runs along with gritty gaiety, ends in weariness and sunburned irritation. There are 25,000 people visible below, 8,000 on opposite page—a fraction of the day's visitors to Coney.





**GO TO THE MAN
WHO KNOWS SHOES BEST**

Your Florsheim Dealer

Shoes are more than foot coverings; they require the knowledge and skill of an expert fitter. That's why we say go to your FLORSHEIM DEALER, *the man who knows shoes best*. He has made a lifetime study of foot needs, and knows that FLORSHEIM SHOES are designed and built to give you perfect satisfaction. Visit your FLORSHEIM DEALER; his kind of service goes hand-in-hand with Florsheim quality.



The COASTER

The MAJOR

THE NEW FALL FLORSHEIMS ARE ON DISPLAY!

Your Florsheim dealer is now showing the finest Florsheim styles in our history—new Fall browns; mellow hand-stained finishes; leathers, lasts and patterns exclusive from tip to top-lift. Whether you're a campus-bound Freshman or a class of '24—Florsheim has designed *the* shoe for you this season. *Most Styles* \$8⁹⁵ and \$10

THE *Florsheim* SHOE

The Florsheim Shoe Company, Mfrs., Chicago • Makers of Fine Shoes for Men and Women

SPEAKING OF PICTURES

(continued)



The effect of the heat on American cameramen is apparent in midsummer news photographs. Above: Judy Ham, 1½, of Decatur, Ga., does a complete job of cooling off.



More hot-weather foolishness is this shot of Nutsy the Squirrel, the property of a Cleveland florist who insists that Nutsy also likes cold watermelon and orangeade.

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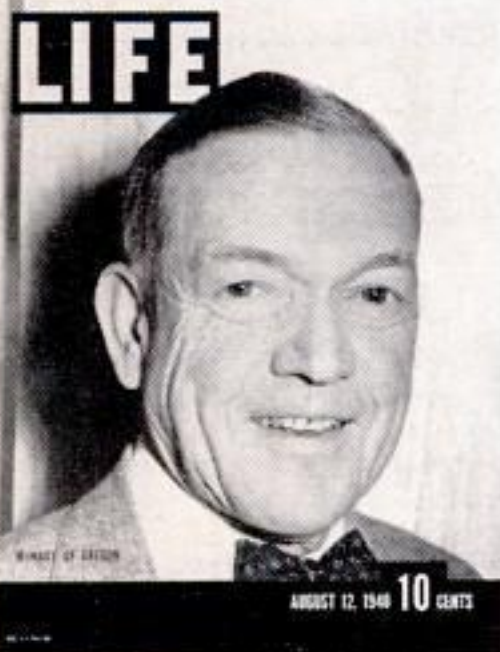
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LIFE'S COVER. Senator Charles Linza McNary of Oregon needs no introduction to the West, where he has long been a hero for his championing of farm relief and public power. But to most Easterners, until he was nominated for Vice President at the Republican Convention in Philadelphia, McNary was hardly more than a name vaguely linked with that of Haugen as co-author of a complicated pre-AAA farm bill which Coolidge vetoed. This week LIFE puts Nominee McNary under its Close-up lens (see pp. 76-84) and also explores his running mate's home town (see pp. 37-44).



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How's your "Pep Appeal"?

—by Dorne



Opera Director: A tenor you are—maybe. But a *toreador*—pfui! Where is the "oomph," the *pep appeal*?



Carmen: Did somebody mention PEP? I've just discovered it, too! Isn't it the most *delicious* cereal you ever tasted? And, besides, it's extra rich in two of the *most important vitamins*. Come on, *toreador*, let's have a snack.



Carmen: You know, we have to get all our vitamins for pep. And this perfectly grand cereal called **KELLOGG'S PEP** is extra rich in the two that are most lacking in every-day diets—vitamins B₁ and D.

Toreador: Whoa, there! You can save the details. *PEP tastes* like a million dollars.



Toreador: Ah, Carmen! Now that I've discovered vitamins and **KELLOGG'S PEP**, just watch me become the greatest bull-fighter that ever trod the boards.

Carmen: Take your time, *toreador*. It doesn't all happen at once!

Vitamins for pep! Kellogg's Pep for vitamins!

Pep contains per serving: 4/5 to 1/5 the minimum daily need of vitamin B₁, according to age; 1/2 the daily need of vitamin D. For sources of other vitamins, see the *Pep* package.

MADE BY KELLOGG'S IN BATTLE CREEK

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LET YOUR CHEVROLET DEALER SHOW YOU HOW LITTLE A CHEVROLET COSTS!



Let him show you how *low* the purchase price is . . . how *small* the monthly payments are . . . how *little* Chevrolet costs for gas, oil and upkeep!

"CHEVROLET'S FIRST AGAIN!"



\$659

**MASTER 85
BUSINESS COUPE**

Other models slightly higher

All models priced at Flint, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.

The main things *you* want to know, when you buy your new car, are these:

How much *money* will you have to pay—in addition to your present car in trade? What are the monthly payments? How much will you have to spend for gas, oil and upkeep?

That's the story in a nutshell. . . . Those are the points to keep your eye on. . . . And those are the points that should send you to your Chevrolet dealer—*right now!*

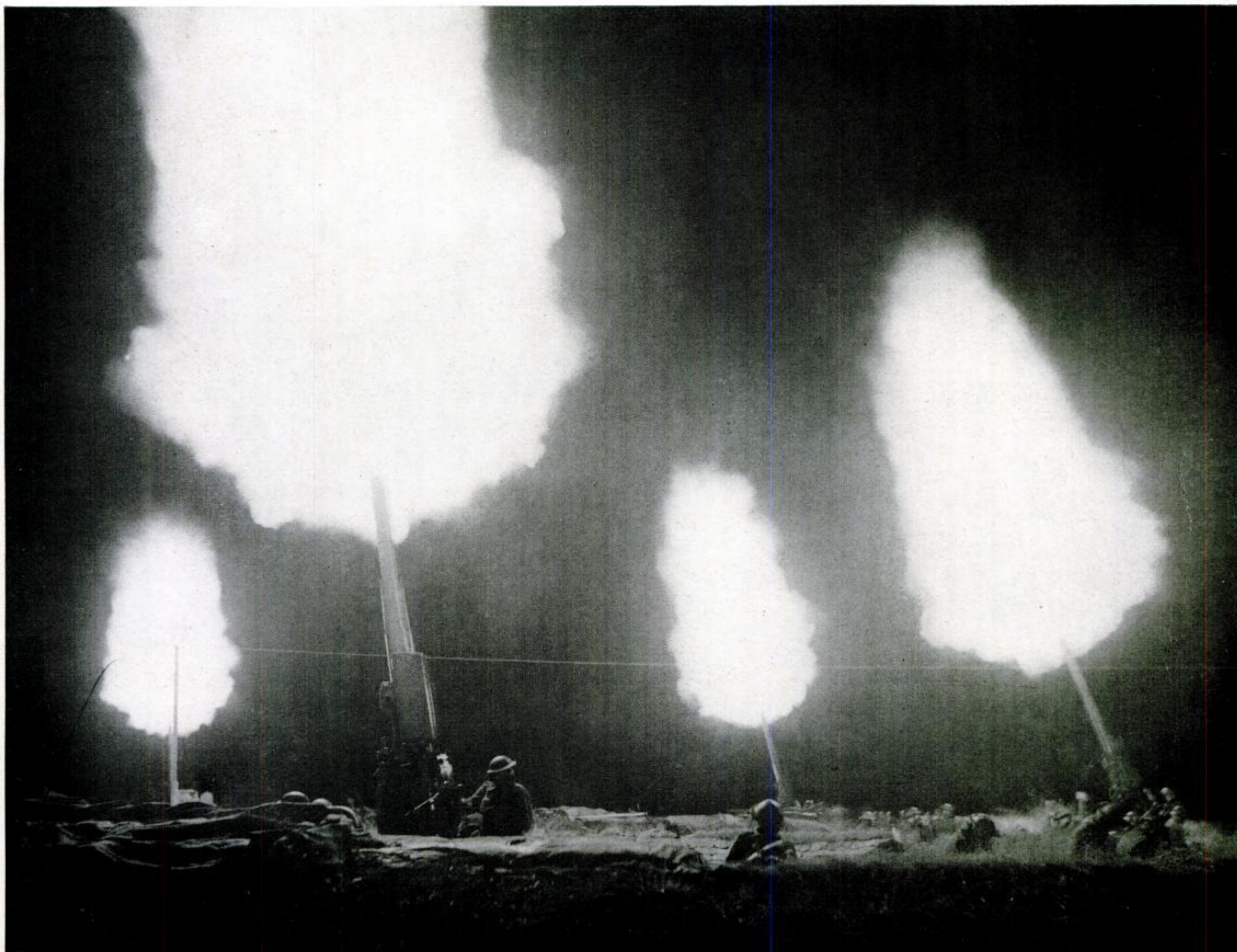
See *him* first! See how *little* you have to pay for a Chevrolet for '40! See how *small* the monthly payments are, if you buy on time! See how *economical* Chevrolet is to run!

And, most important of all, see *how much more value* you'll be getting in a Chevrolet for '40—the car that *out-sells* all others because it *out-values* all others!

Yes, sir, you have a thrift appointment with your Chevrolet dealer—*today!*

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation,
DETROIT, MICHIGAN

EYE IT •• TRY IT •• BUY IT!



FOUR BRITISH ANTI-AIRCRAFT GUNS FIRE SIMULTANEOUSLY AT NAZI PLANES RAIDING ENGLAND AT NIGHT. THESE ARE BRITISH-MADE 3.7-IN. GUNS WITH A 36,000-FT. RANGE.

HITLER MASKS HIS PLANS AGAINST BRITAIN BEHIND A NEW WAR OF NERVES

For six nights recently a LIFE photographer stood by a battery of four anti-aircraft guns in the blacked-out English countryside waiting for the moment when all four guns would fire at German raiders at once. On the seventh night all four went off simultaneously to give him one of the great authentic anti-aircraft battle pictures of the war (above).

The fact that it had taken seven nights for German raids to reach an intensity sufficient to provoke the British battery into a united, simultaneous reply indicates that, six weeks after the fall of France, the Battle of Britain still remains in a preliminary stage. The Germans were claiming to have damaged the ports of London, Southampton, Hull and Newcastle, whereas the British were boasting that their bombers had ruined the port of Hamburg. On the following pages you will see movie sequences of a German air attack on a British convoy in the English Chan-

nel which show in detail just how this phase of the war is being fought.

With the initiative completely in his hands, Hitler continued to keep the world guessing about his ultimate military plans against Britain. Were the present bombing raids designed to "soften up" Britain for a sudden overwater invasion in a few days? Or did Germany expect to bring Britain to her knees only by the long slow strangulation of blockade and bombing?

To confuse the world as to his intentions Hitler had, in effect, started a new war of nerves which was last week burning the candle of "informed opinion" at both ends. Virginio Gayda, who plays Charlie McCarthy to Mussolini's Edgar Bergen, informed Italians not to expect a "lightning" attack on England but rather a "hammering and wearing" one such as was now going on. In Berlin Dr. Robert Ley, Labor Front leader, prophesied "a hard, obsti-

nate fight." Yet travelers emerging from German-occupied France last week reported that Nazi troops, guns and warships were secretly massing at night along the Channel from Dunkerque to Brest for a forthcoming invasion.

This war of nerves was itself part of the battle. It might, as it had against Holland and Belgium, force the British inadvertently to show where they would place their troops and ships to thwart an invasion. Or it might induce the U. S. Congress to slack off on its drive for military preparedness and postpone action on the draft bill, on the foolish notion that "we'd better wait and see what happens in Europe."

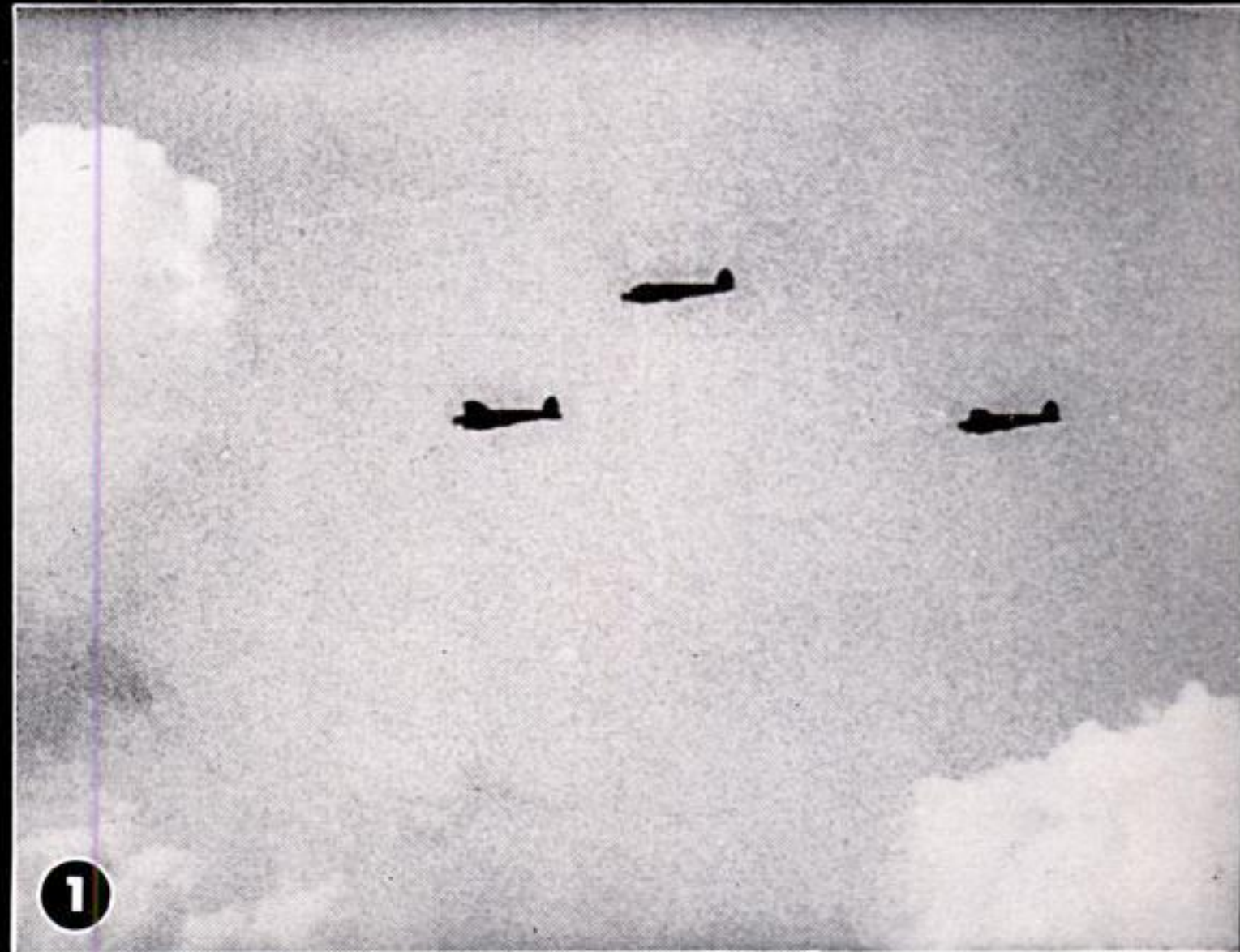
But if the U. S. is not taken in by Hitler's attempt to slow down its rearmament program, then each day that the invasion of Britain is postponed or the blockade is kept in check is a day gained for this country to prepare for the reckoning that lies ahead.

NAZIS RAID ENGLISH CHANNEL CONVOY

On July 26 Germany let fly one of its greatest series of mass air attacks on British shipping plying the vulnerable English Channel. Hundreds of Nazi bombers and pursuit planes stalked prey along the English coast. British fighter planes rose to challenge them.

A witness to a major clash like this, which has become an almost daily event, was a newsreel cameraman posted high on a hill in England overlooking the Channel front. Passing slowly before him five miles offshore was a convoy of merchantmen escorted by destroyers. Beyond in the distance stretched the white chalk cliffs near Calais. Toward noon this tranquil scene was shattered by some of the most dramatic aerial action ever photographed, stills of which are reproduced here from a Pathé newsreel.

They show the first of 24 German bombers attacking the plodding convoy. Except for destroyers' anti-aircraft fire, whose bark proved worse than its bite, the great blue-silver bombers and the swarms of Messerschmitts chaperoning them had the air to themselves for the first few minutes. Then seven British Hurricanes sped into view. Soon one Messerschmitt was plunging into the sea. A moment later the pilot of another disabled Messerschmitt was bailing out in his parachute. Berlin claimed that half the ships in the convoy were sunk or set afire. But of the four freighters and one destroyer in these pictures only one ship was hit, according to the cameraman.



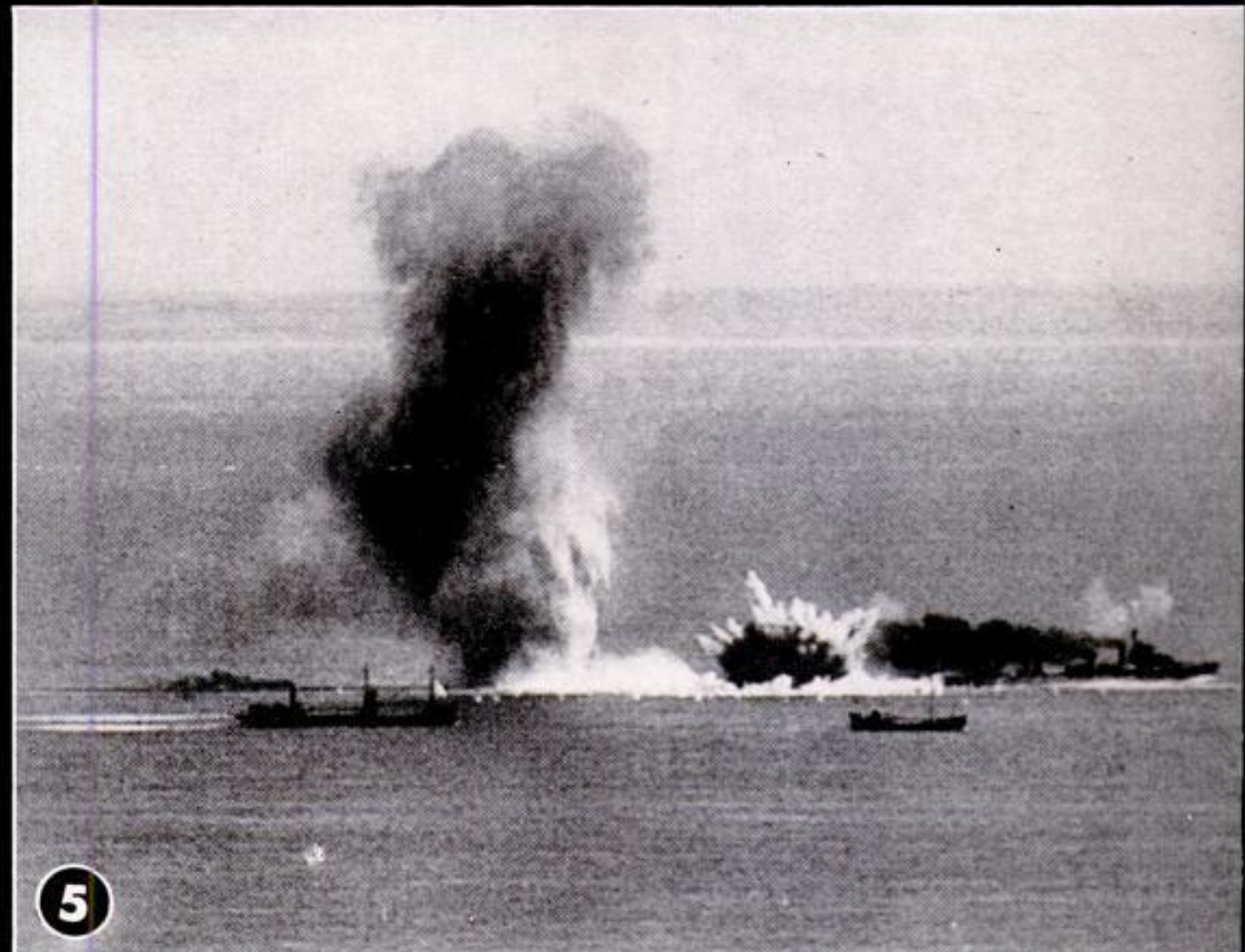
1

Three Heinkel bombers flying in V-formation lead off the raid on the convoy. In the nose of each plane the bombardier is taking aim. In another few seconds the bombs will fall.



4

The elusive freighter continues on its course unharmed, while the bombers now go after the destroyer. A 1,000-lb. bomb falls far astern of the destroyer. Note the distant French shoreline.



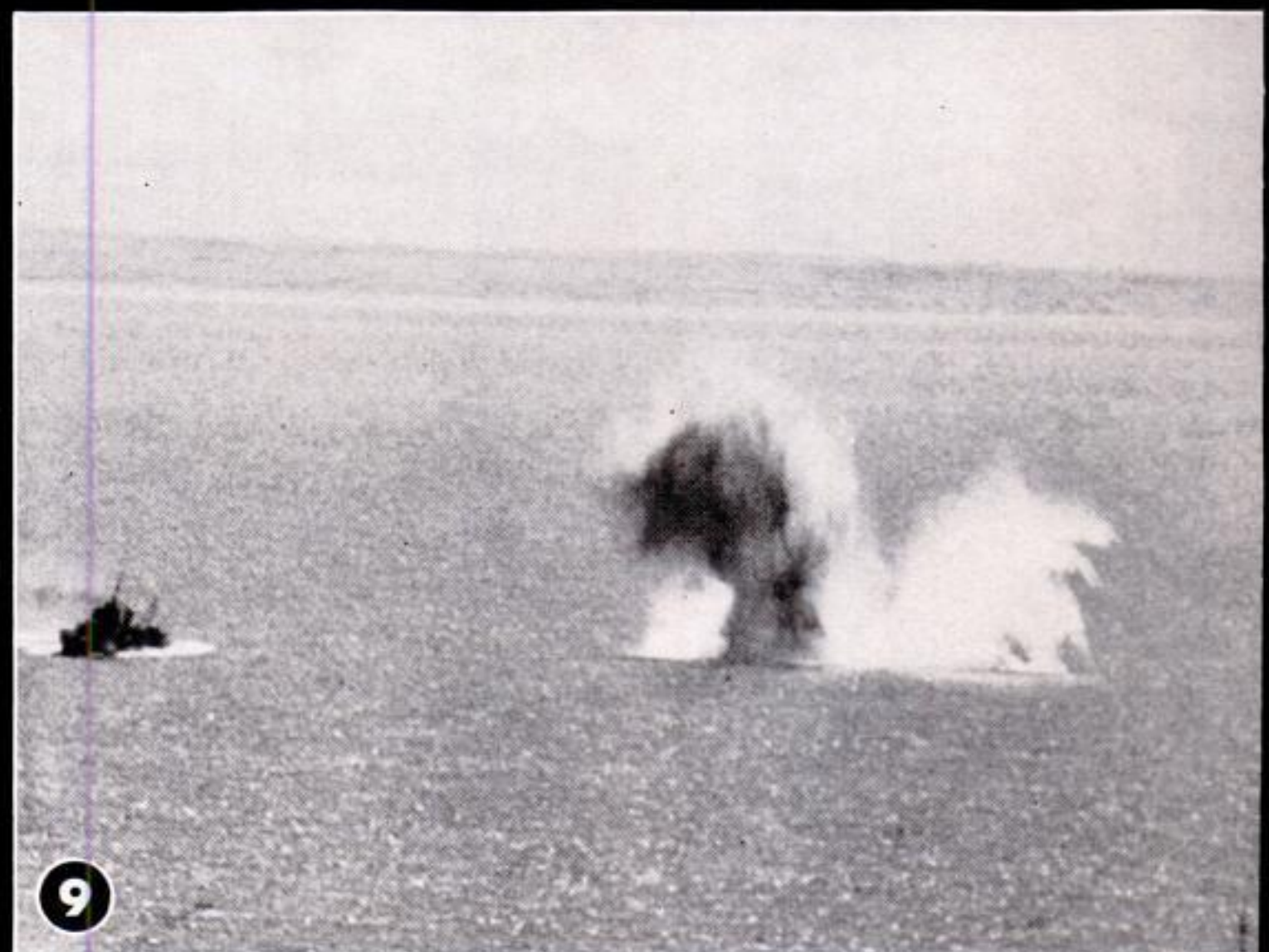
5

Destroyer has close shave when another bomb, exploding nearer its stern, may have loosened plates. White specks near the bursting bombs are splashes caused by bomb splinters.



8

By this clever maneuver the speeding destroyer outwits the bombers and next bomb explodes (right) just about where the destroyer would have been if it had continued on original course.



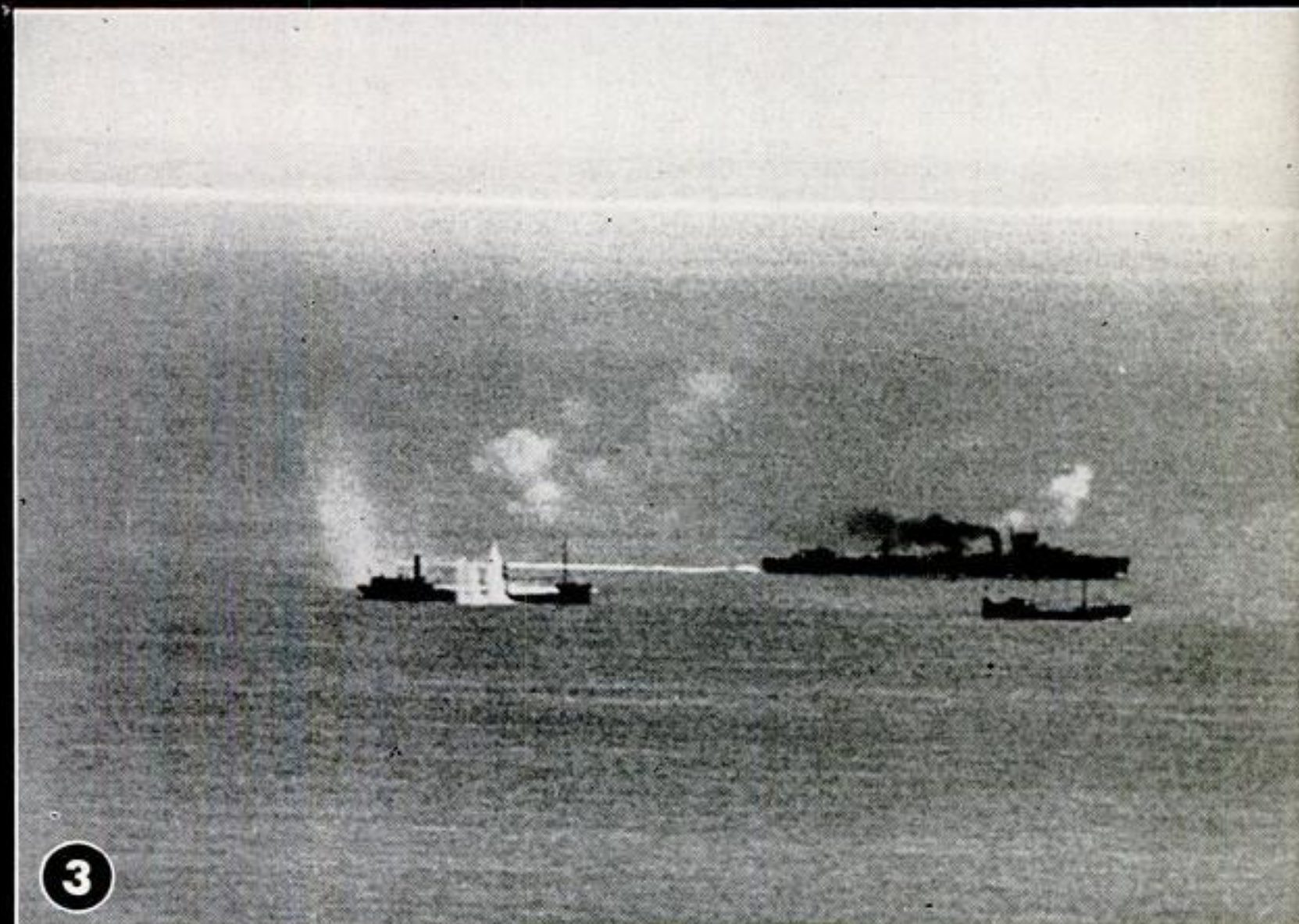
9

Destroyer keeps turning away from misdirected bomb which raises geysers of spray four times as high as destroyer. British planes have not yet arrived to drive off the bombers.



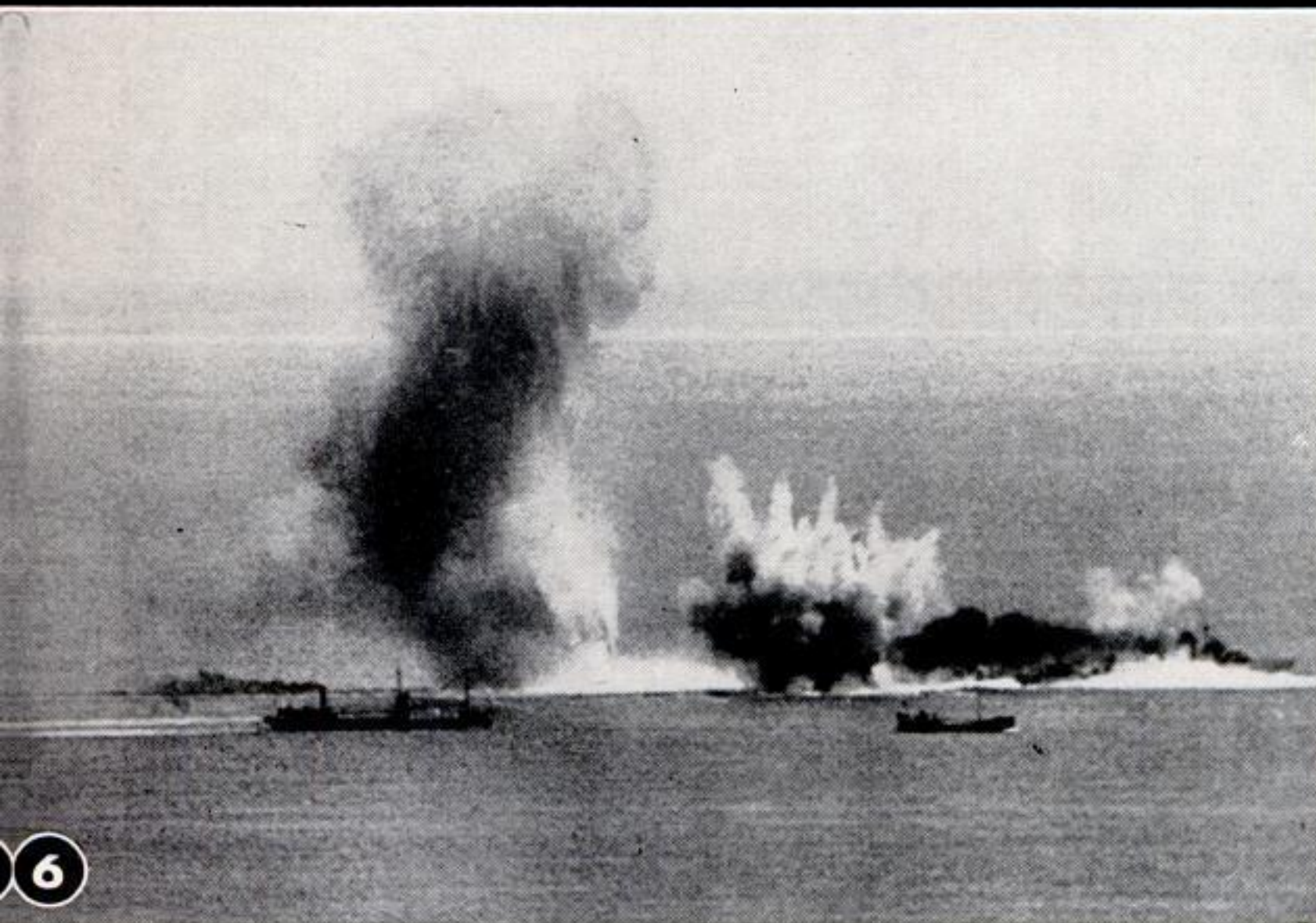
2

First bomb lands on far side of the freighter at left, with little damage done. Puffs of smoke rise from escorting destroyer which is firing pom-poms, machine guns and 4.7-in. guns at bombers.



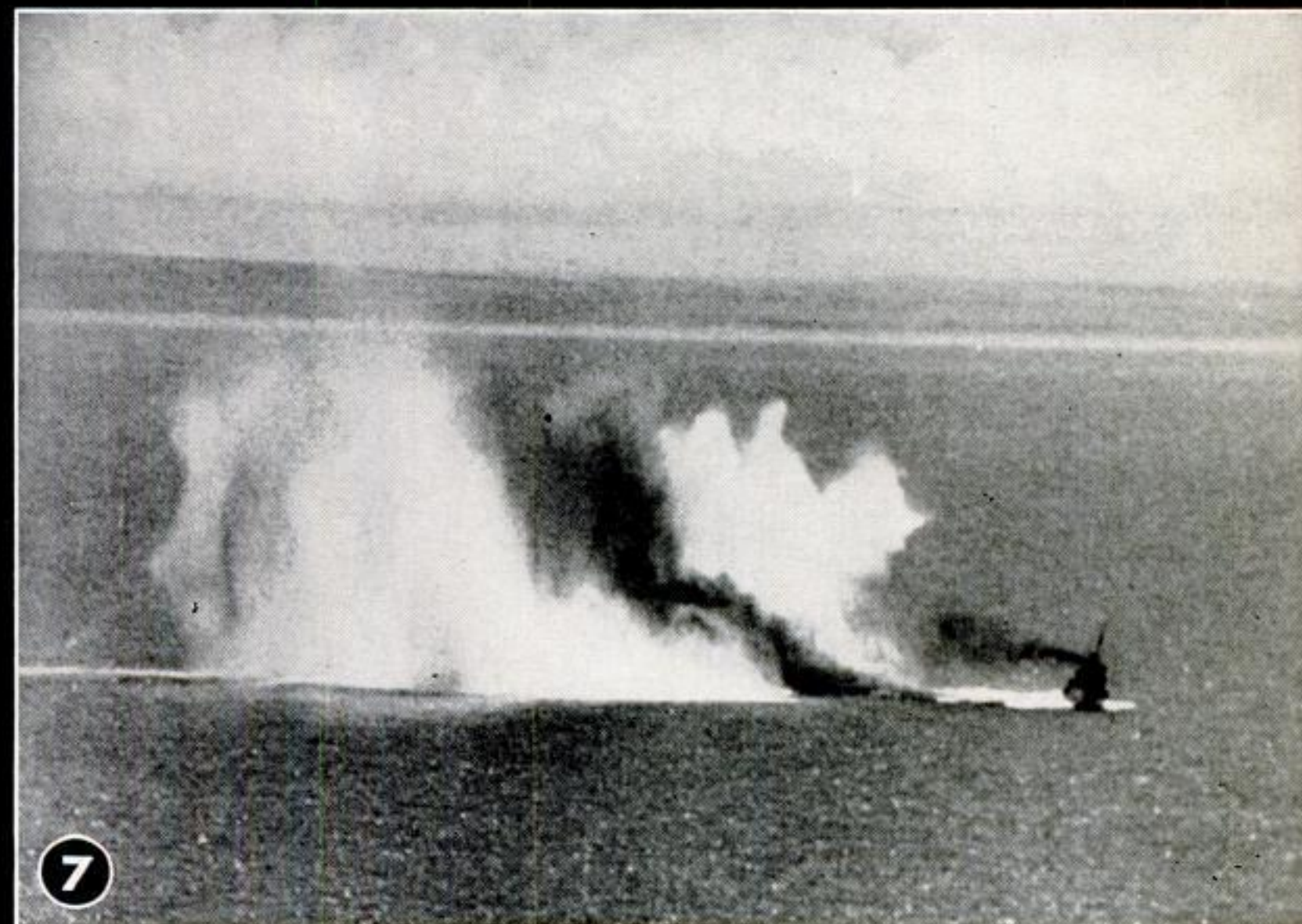
3

Second bomb lands on the near side of freighter a few moments later, still without damage. Destroyer now steams ahead to avoid giving bombers three closely bunched targets.



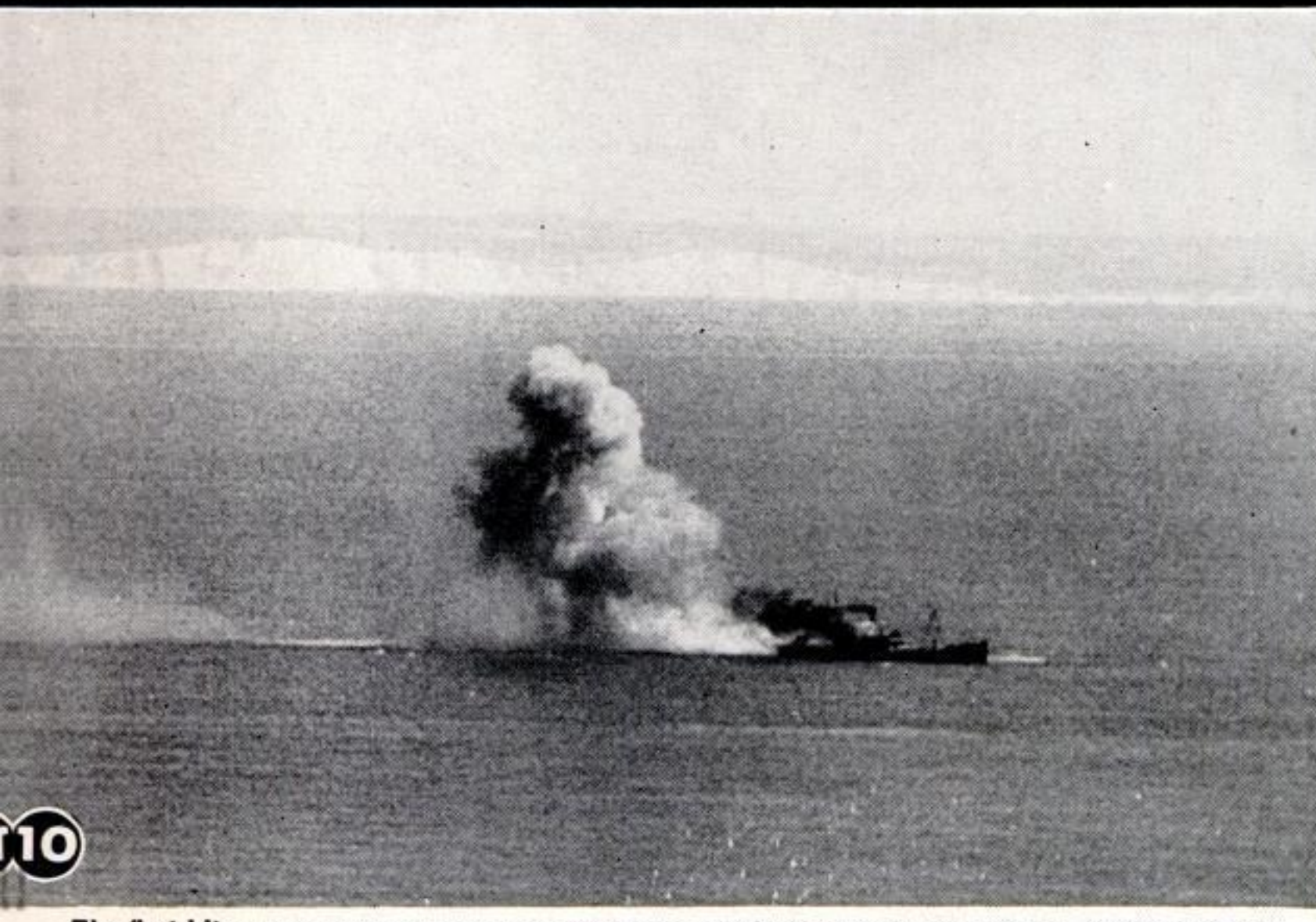
6

Hidden from view by the spray and the smoke the destroyer rushes ahead at full speed, while the two freighters plod on. The entire action up to this point has taken less than a minute.



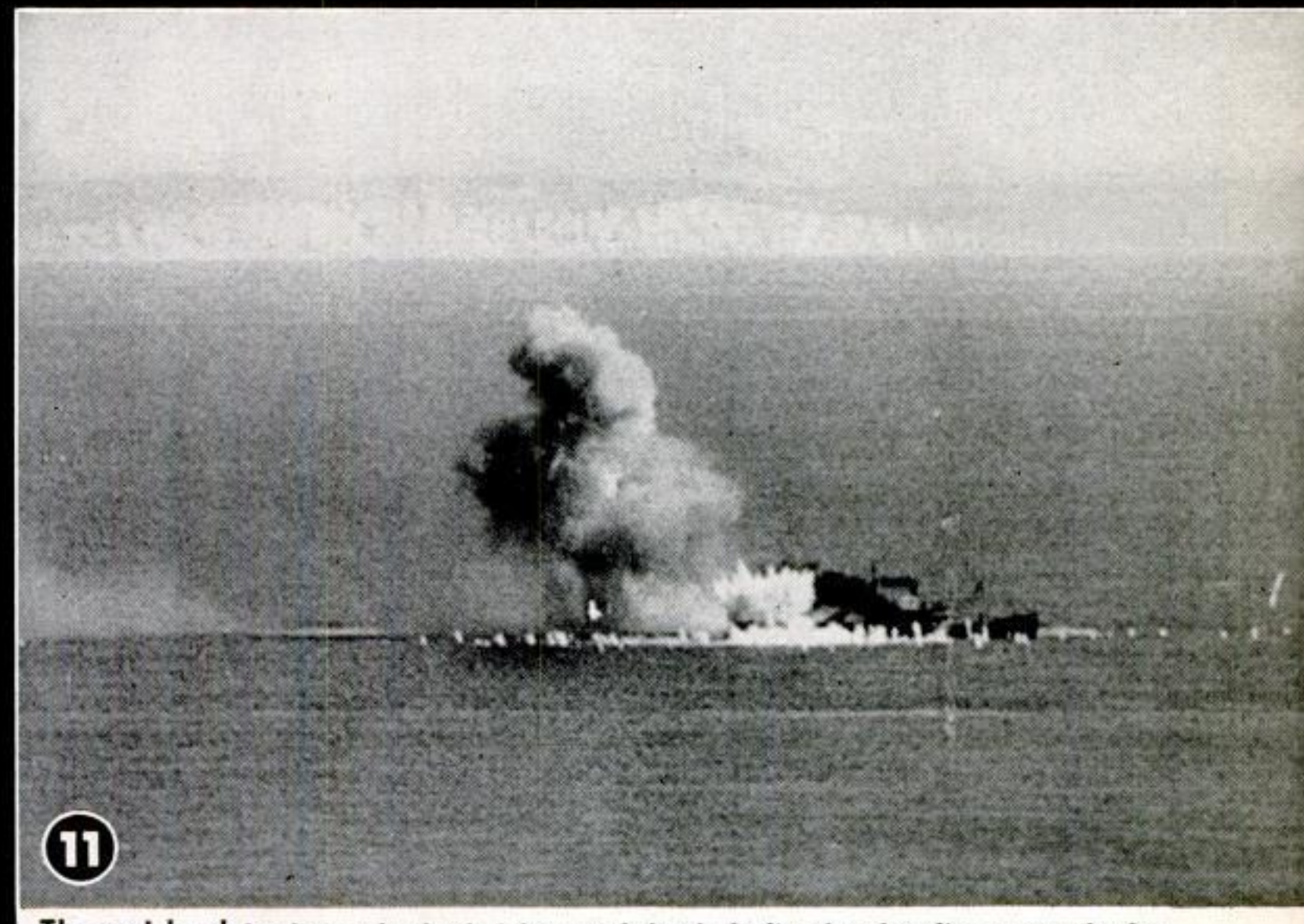
7

The destroyer changes its course a moment later and, heeling heavily to port as it veers around, sprints towards the shore. The spray is still cascading from the previous bombs.



10

The first hit scored against the convoy strikes one of the freighters on the stern. Of the four merchantmen seen in these pictures, this was the only hit observed by the cameraman on the shore.



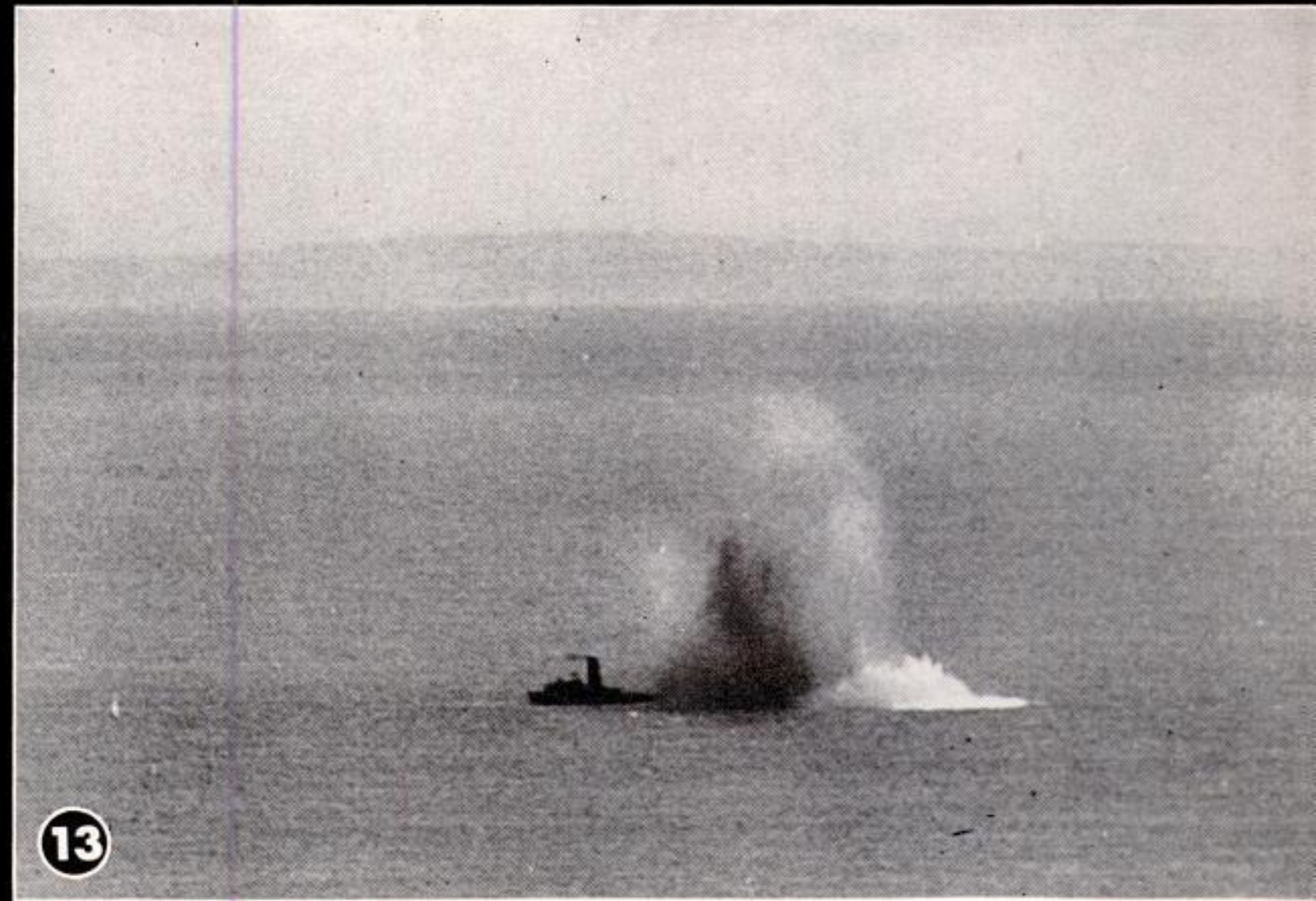
11

The next bomb lands beside the freighter and death-dealing bomb splinters spank the water for hundreds of feet alongside ship. Effective radius of such bombs is about 6 ft.



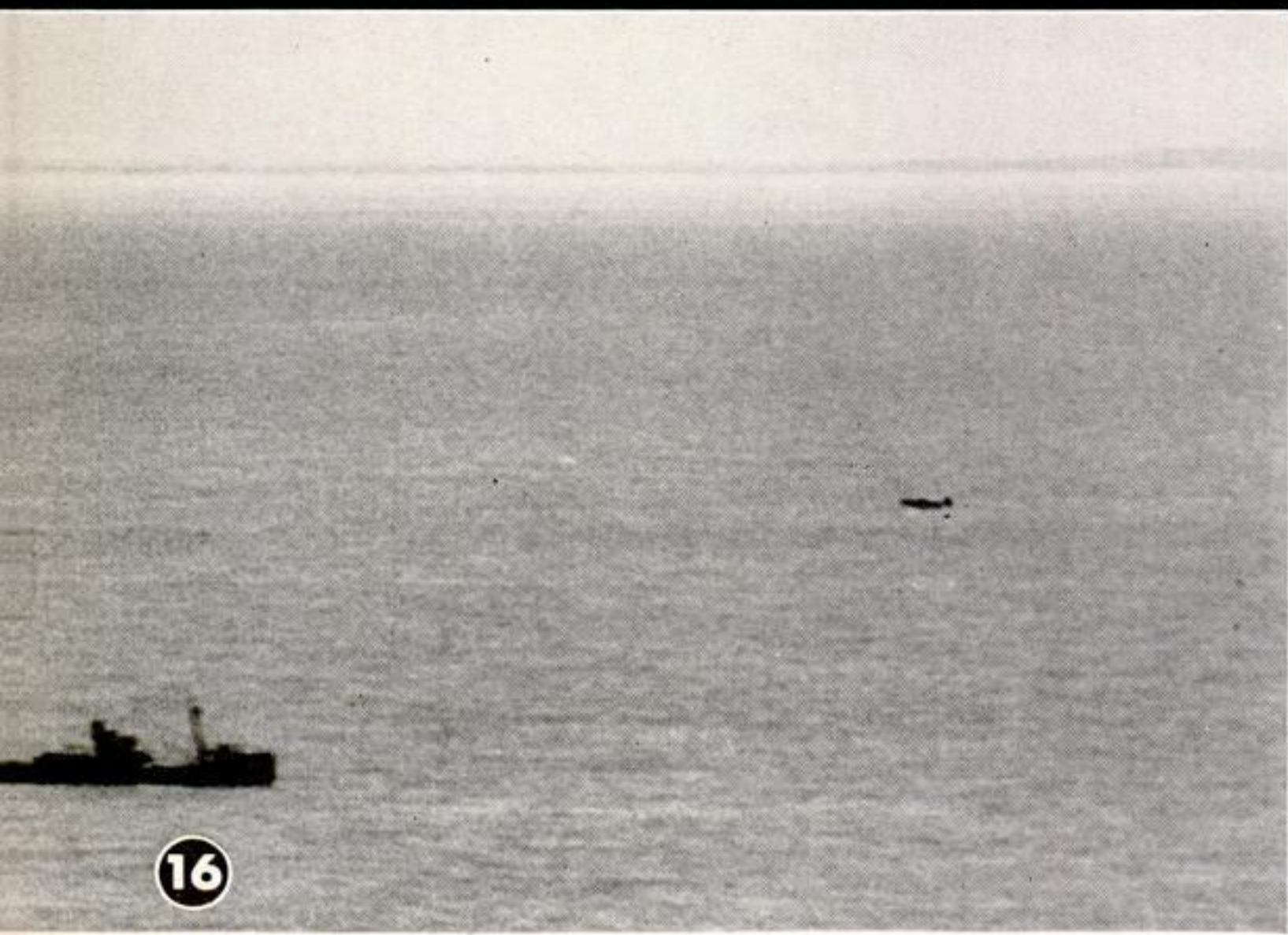
12

Freighter moves on under its own momentum despite the hit which probably wrecked the entire stern and ruined the steering gear. Freighters in convoy were coastal tramps.



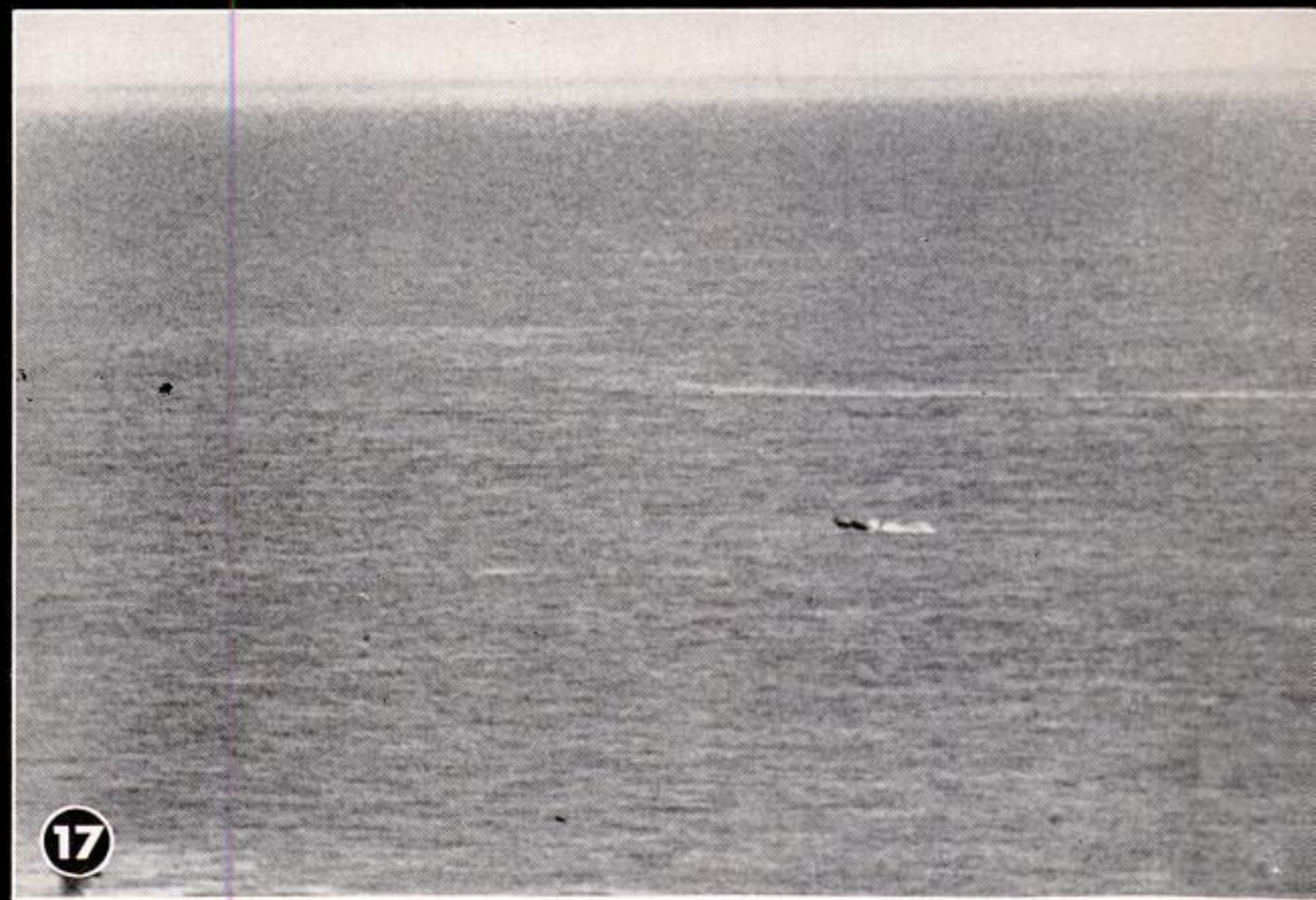
13

Bombers now turn their attention to another freighter but the first bomb falls wide of its mark near the bow. The men in these boats must hope for the best during a raid as they cannot fight back.



16

Steadily losing altitude, the stricken Messerschmitt (*right*) changes its course in the hope of crashing into the sea near a British trawler which has been escorting convoy.



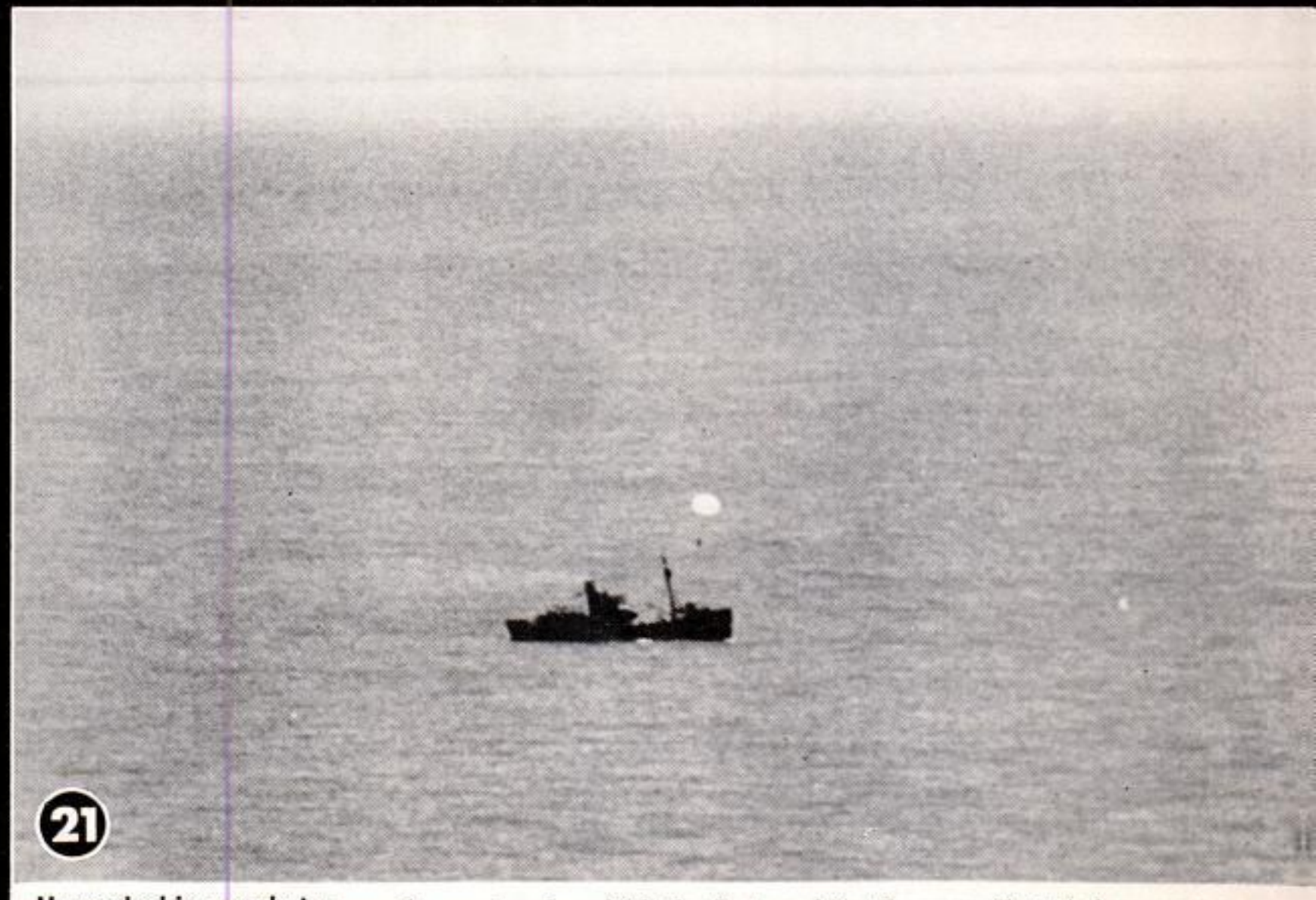
17

Messerschmitt crashes into sea, kicking up spray. Germans are willing to lose large numbers of one-man Messerschmitts so long as four-man bombers drop their loads and get away for future raids.



20

Nazi airman bails out of another Messerschmitt. Fact that British can keep Channel shipping routes open at all is more impressive than their ability to bag raiding planes.



21

He works his parachute toward same trawler which the first crashing German pilot tried unsuccessfully to reach. The German bombers have now been dispersed and are heading home across Channel.



14

Seven British Hurricanes arrive, climb to gain altitude (left), then circle and swoop down on the German bombers. Squadron leader's plane at right is about to open the attack.



15

A disabled Messerschmitt 109, protecting the bombers, is put out of action and glides low over a British destroyer in a desperate attempt to land. Destroyer withholds its anti-aircraft fire.



18

Plane sinks instantly in a curtain of foam. If plane's pilot has survived, he may be rescued by a lifeboat or trawler. The chances of surviving such a crash are fairly good.



19

All that marks plane's grave is a white streak of fading foam not far from the lighthouse at the tip of the harbor breakwater which is visible at the far right. The harbor is probably Dover.



22

His body is still visible as it dangles from parachute. Taking into account perspective and telescopic lens used on camera, parachutist is several hundred yards from trawler.



23

He finally lands in the water within rescuing distance of trawler. His lot will be military prison. The 400 airmen captured in France before it capitulated have been handed back to Germany.

LIFE ON THE NEWSFRONTS OF THE WORLD

Bad neighbors snarl at America but Congress blocks rush to raise army



MATSUOKA

Last week the new cabinet of Premier Prince Konoye announced sweeping plans to "renovate" Japan's government along totalitarian lines, to extend Japanese hegemony not merely to "East Asia" but to "Greater East Asia," including the Netherlands Indies and French Indo-China. Further irked by last week's U. S. embargo on aviation gasoline, following its license-embargo on oil and scrap, Foreign Minister Yosuke Matsuoka snapped: "The Japanese Government is through with toadying. . . . From now on Japan will not make vain efforts to shake hands with countries who cannot be turned into friends."

In Moscow, Premier & Foreign Commissar Vyacheslav Molotov, reporting to the Supreme Soviet on foreign policy, hinted at better relations with Japan and Italy, declared the Hitler-Stalin pact still "assured Germany of a calm feeling of security" in the East, predicted that America's imperialistic ambitions will soon take it into the war. Of U. S.-Soviet relations, further embittered by an embargo on U. S.-held gold of the Baltic countries that are now being "admitted" to the Soviet Union, he barked: "There is nothing good to say. Soviet success has not pleased the United States, but that does not interest us."



MOLOTOV

U. S. target-of-the-week for the German press was the Havana Conference, whose success drew a mixture of howls about U. S. imperialism and threats of economic retaliation. In Rome, the *Corriere della Sera* gloated over reports of draft-dodging U. S. marriages, jeered: "Some people might think that one must have more courage to get married—especially to an American girl—than to join the army in peacetime. But if one takes into account the fact that in America divorce is just as easy as marriage, one realizes that as soon as he has obtained exemption from military service the U. S. citizen will easily re-acquire his freedom."

In Spain, which attributes its desperate shortage of gasoline to U. S.'s withholding of supplies, a steady drumfire of attacks on the U. S. in the Madrid press culminated in an official poster showing Churchill, Halifax and Chamberlain pulling a cart over the skulls of Dutchmen, Belgians and Frenchmen. In the driver's seat: Franklin Roosevelt. Also on the poster was a map of Spanish territorial ambitions, including the Philippines and a large hunk of the U. S. Southwest.

Meantime in the U. S. Congress there appeared last week a disposition to put off doing anything about raising an army by selective service until the outcome of the Battle of Britain should be clear, or until after the November elections.

Campaign & Defense. LIFE's cameras, trained on the two great continuing U. S. news stories of Presidential campaign and national defense, this week produce a report on the Republican ticket in two parts. Part I is a color photograph of Nominee Willkie and an exploration of his Indiana home town of Elwood

(see pp. 36-44), where on Aug. 17 he will deliver the acceptance speech he was preparing in Colorado Springs last week. Part II is a text & picture Close-up of Nominee McNary (pp. 76-84), who last week announced that he will deliver his own acceptance speech at the State Fair Grounds in Salem, Ore. on Aug. 28.

Defense pictures-of-the-week show a big businessman and a Republican publisher putting non-partisan shoulders to the national wheel (pp. 22-23).

Except for such objects as a clip of practice anti-aircraft cartridges (see picture), most of what President Roosevelt saw on his Norfolk, Va. inspection tour July 29 was barred to camera and public. But to citizens bewildered by the soaring insubstantialities of paper contracts and paper appropriations, his trip made heartening reading. At Portsmouth Navy Yard, whose workers have increased from 7,600 last September to a current 12,000, he saw dozens of old ships (including the aircraft carrier *Ranger*) being reconditioned, and new ones (including the battleship *Alabama*) being built. Straight through a huge new machine shop, one of the biggest in the world, drove the President's car, and on to where the world's largest submerged ways are being built to handle three battleships at once. On to the Norfolk naval operating base he rolled for a look at 1,000-odd new gobs in training, on to Fort Monroe where batteries of 3-in. and 37-mm. anti-aircraft guns blazed at a towed target, on to Langley Field for a mass flight of 100 of the nation's newest fighting planes. The trip wound up with a whirl over miles of roads among docks and ways in the Newport News shipbuilding yards where the new battleship *Indiana* is taking shape and the new aircraft carrier *Hornet* is nearly half finished. Reported the President: "At the airport they have quadrupled their facilities, at the fleet base I should say they have increased operations by 50%. A year from now we can feel a lot better."



ROOSEVELT

Draft Debate. While the Burke-Wadsworth selective-service bill remained bogged in Congressional committee for another week, the following newsworthy persons publicly took sides in the debate over it.

For: President Roosevelt let himself be directly quoted: "I am in favor of a selective-training bill and I consider it essential to adequate national defense."

Against: in New York City's German-populated Yorkville district, where Adolf Hitler is regularly cheered in German-language movie houses, members of a Yorkville Women's Peace Council appeared with black veils and a hearse in front of their Congress-



YORKVILLERS VS. CONSCRIPTION

man's apartment house to demand that he vote against the bill.

Case of Dr. Westrick. Complete with a Baroness as secretary, there arrived in the U. S. by way of Siberia four months ago Dr. Gerhardt Alois Westrick, noted German lawyer and onetime partner of Germany's notorious agent in the U. S. during the last war, Dr. Heinrich Albert. Officially here as Commercial Counsellor to the German Embassy to promote U. S. loans to and trade with Germany after the



WESTRICK

war, Dr. Westrick became a subject of sinister rumor when he was discovered living in New York's Hotel Carlyle under an assumed name. On Aug. 1 the New York *Herald Tribune* brought the rumors to a boil. Dr. Westrick, it reported, had secretly taken a house in suburban Scarsdale. There, it had discovered by jotting down car-license numbers, he had been receiving a steady stream of visitors ranging from executives of the Texas Co. and Underwood Elliott Fisher Co. to obscure factory hands and mechanics. His automobile had been loaned to him by the Texas Co. whose German legal adviser he was. Upshot of the resulting press uproar was that unhappy Dr. Westrick, whose usefulness as a salesman of appeasement had now been pretty well finished, 1) had his automobile driver's license taken away for failing to notify the State Motor Vehicle Bureau of his change of address and his artificial foot; 2) was sent packing by his Scarsdale landlord.

Beaverbrook Up. Into Britain's inner War Cabinet, from which Neville Chamberlain had been removed by illness, on Aug. 2 stepped Lord Beaverbrook, the kinetic little newspaper publisher who was inspected in last week's LIFE Close-up. For the time being, it was announced, Beaverbrook will retain his post as Minister of Aircraft Production. But with dissatisfaction general over Alfred Duff Cooper's performance as Minister of Information (his investigators of morale were being called "Duff snoopers" last week) many a Briton expected Beaverbrook soon to take over Britain's greatest propaganda job. That job: to persuade warmhearted Americans that blockade is Britain's only chance to win the war, that any food sent through it to hungry Frenchmen, Belgians, Poles et al. will only strengthen Adolf Hitler's resistance.

PICTURE OF THE WEEK

The elderly English clergyman, who, in his clerical collar, is learning to present arms, is Rev. Jocelyn Henry Temple Perkins, Sacristan and Minor Canon of London's Westminster Abbey. For 41 years he has cared for Westminster's holy vessels and vestments. His recreations have been music, travel, architecture and cycling. He has written *The Cathedrals of Normandy* and *Walks in Rouen*. Last week he had his 70th birthday. Now that Britain may be invaded he has volunteered with 1,250,000 other Britons in the Home Guard. In case of invasion he may be called out to help guard factories and patrol roads.



Westminster Abbey's Sacristan learns to present arms in Britain's defense



JAPANESE BOMB CHUNGKING AS CHINESE WAR GOES ON

Though it gets small space in the U. S. press, the war in China, now in its fourth year, still goes on and now and then produces a picture like that above, which for sheer spectacular terror matches anything out of Europe. The scene is Chungking, capital of free China, the date is June 28 and the occasion is a Japanese air raid as seen from Horse Saddle Moun-

tain across the Yangtze after three hours of high-explosive bombing by 86 enemy planes. A mountain of smoke and dust rises over flimsy wood and plaster buildings of the "Old City" at the top of the hill. Flames sweep like a wild surf over whole sections. On the steppingstones that serve as streets, scores lie dead and wounded. Some 100 shops and 1,000



buildings have been damaged. Universities, schools, hospitals, U. S. missions and the British Embassy are hit. It is Chungking's fifth battering in as many days. Yet it is no record-breaker for this sort of thing.

Generalissimo Chiang Kai-shek's troops are able to put up practically no defense against such Japanese attacks. Yet Chungking survives. Since he and

his government moved there in 1938, the city has boomed despite frequent bombings. Over 190 miles of new wide streets have been built. New buildings of stone have replaced the bombed wooden ones. In the suburbs small factories and arms works, hauled overland by the Chinese retreating from Shanghai to Nanking and from Nanking to Chungking, are in

production. The population has risen to 420,000 people, 250,000 of whom are already safe from air attack in shelters that have been cut deep in underground rock. One rock shelter cuts under the main downtown section of the city for half a mile. While the Japanese raze the wooden surface of an old city, Chinese are busy putting up the stone framework of a new city.

MOBS BEAT UP WITNESSES AS "FIFTH COLUMNISTS"



At Litchfield, Ill. their cars were destroyed and Witnesses were barely saved from an irate mob.



At Monessen, Pa. their flagless school was closed and Witnesses were crowded into a small jail.



At Rockville, Md. Witness meetinghouse was wrecked by mob that demanded they salute flag.



At Kennebunk, Me. meetinghouse was raided, set afire on charge that Witnesses shot two men.

JEHOVAH'S WITNESSES, WHO REFUSE TO SALUTE U. S. FLAG, HOLD THEIR NATIONAL CONVENTION



"JUDGE" RUTHERFORD

A strange religious sect whose members call themselves Jehovah's Witnesses is currently the center of the most violent U. S. religious turmoil since the persecution of Mormons. Last week the citizens of Detroit had some notion of the reasons why. Gathered for a five-day national convention, 35,000 Witnesses rang doorbells, picketed sidewalks, dinned their doctrines by phonograph, sound truck, signs and pamphlets. At Detroit's Convention Hall in 117° humid heat, they sweated in shifts through monotonous spiritual pep talks. Sunday morning they took over an amusement park, baptized 2,500 faithful in its chlorinated pool. Climax of the convention, which passed no resolutions and elected no

officers, were two mellifluous orations by their wing-collared prophet and leader, "Judge" J.F. Rutherford.

More obnoxious to U. S. citizens than the manners of the Witnesses are the strange doctrines they preach. Abhorring the authority and symbols of both State and church, Witnesses are accused of every form of treason. Focus of public resentment is the religious scruple that makes them refuse to salute the U. S. flag. Their refusal in the past has involved them in endless lawsuits, one of which the U. S. Supreme Court finally decided against them in June. During the last three months, in the nation's concern over fifth columnists, public prejudice has short-circuited due process of law and raised issues graver than the flag salute. From Maine to Wyoming, Witnesses have been jailed without charges, beaten, tarred and feathered, their property destroyed. The American Civil Liberties Union is now defending upward of 1,300 Witnesses in nearly 200 cases that involve the basic rights of freedom of speech and worship.



Witnesses' convention is dominated by huge painting of Armageddon, which brings Witnesses of all nations to glory.

In 19 other cities 45,000 more faithful gathered, plugged in by phone and radio on this central Detroit gathering.



Girl "publishers," as Witnesses call their tract distributors, solicit customers in Detroit. Supreme Court has

upheld their right in three different cases to distribute pamphlets, make house calls with phonographs (right).



Swimming-pool baptisms at Eastwood Park in Detroit were administered to 2,500 on July 28. Witnesses' bap-

tism, purely symbolic, can be administered by anyone. Witnesses have no hierarchy, recognize no sacraments.



Convention ushers carried light canes for protection despite pacifist convictions. Witnesses in Britain are ex-

empt from service. But in Canada they are banned, and in Germany 6,000 Witnesses languish in prison camps.

PHONOGRAPH RECORDS PROVIDE NEW MEDIUM FOR EVANGELISM



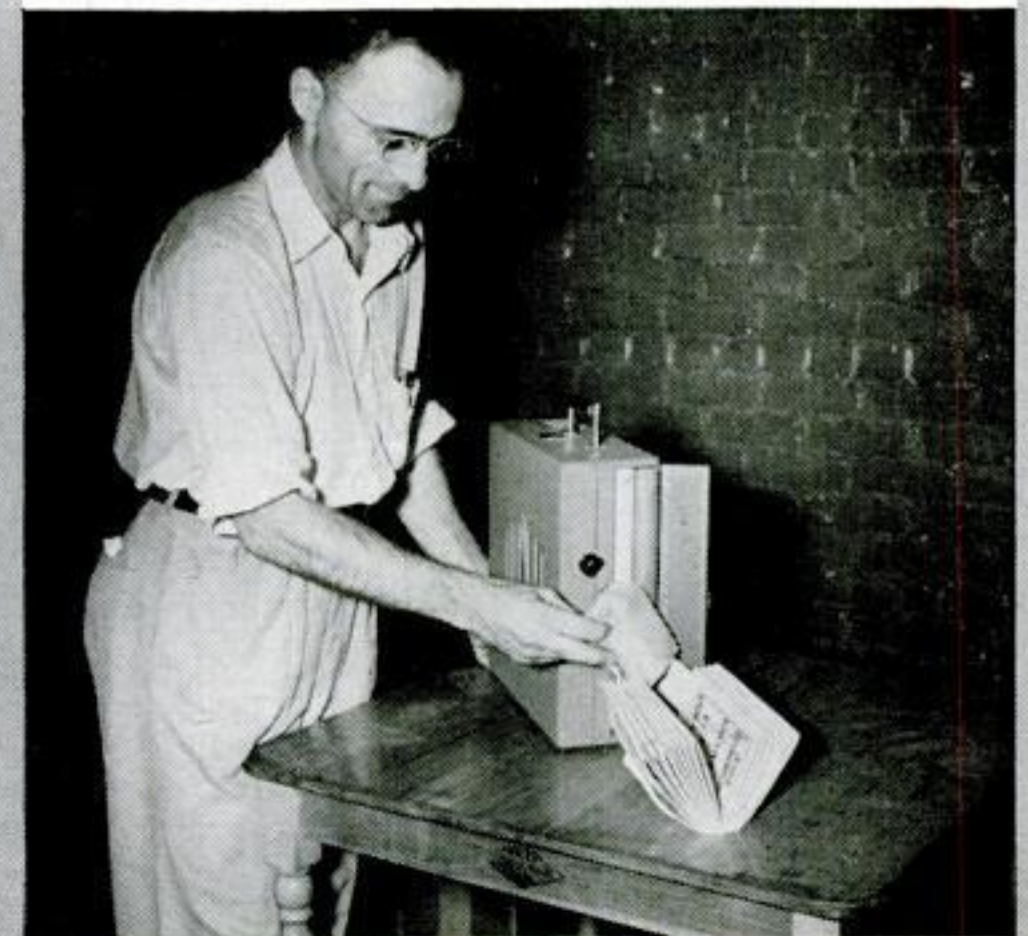
"Religion is a snare and a racket," says "Judge" Rutherford on phonograph record as Witness rings the doorbell.



Curiosity brings the family to door, makes them listen to Witness' phonograph. Almost invariably he is invited in.



"God does not grant favors for money consideration," continues the record. Rutherford is violent anti-Catholic.



Witness tracts, with titles like "Salvation," "Prophecy," from Witnesses' own press, are sold from phonograph.



KNUDSEN CLEARS THE WAY FOR MASS PLANE BUILDING

In the board room of the Federal Reserve Building in Washington on July 30 sat Major General Henry H. Arnold, Army Air Chief (*left*), and William S. Knudsen, Defense Commissioner of Production, hunched over the biggest obstacle in the way of big-scale airplane building. That obstacle: reluctance of manufacturers to invest millions in new plants for

Defense super-production without assurance that the plants will not be taxed ruinously after Defense requirements are met. Few minutes after a LIFE photographer took this picture, plane builders marched in to confer. After two days with persuasive, business-wise Mr. Knudsen they agreed to go ahead on a promise that Congress will fix up the tax problem later.



KNOX PUSHES PROGRAM FOR MASS TRAINING OF PILOTS

Secretary of the Navy Frank Knox's determination to know and do his new job at firsthand took him on July 30 to the Naval air station at Pensacola, Fla., "Annapolis of the Air." LIFE's photographer caught him in the control tower at Corry Field, gazing out at the training planes of an advanced squadron which learns such feats as dive bombing. Under

the Navy's speed-up training program, Pensacola is this month upping its cadet enrollment from 80-90 a month to 150 a month, plans to double this figure within a year. New hangars and barracks are mushrooming in a \$10,000,000 expansion program. New "Pensacolas," to be finished by July 1941, are going up at Jacksonville, Fla. and Corpus Christi, Tex.

GAY BERLIN, FILLED WITH TROOPS ON LEAVE, EATS BIGGER, BETTER MEALS

This is the tale of one city: Berlin. Soldiers, streaming home on leave from the western front, are treating themselves and their sweethearts to a carefree time. Flushed with victory, the people are the cheeriest they have been in a long while. Although rationing is still in effect, meals are bigger and better. Choicer meats, vegetables, fish and desserts grace hotel menus. A middle-class housewife may now buy three or more Danish eggs a week, Danish bacon, fresh Dutch vegetables. From the baker she gets better bread and richer cookies than she did before May 10. These official German pictures were sent out to show better times in Berlin.



Two members of Hitler's bodyguard, home on leave from western front, have a wonderful time with their best girls on swinging carousel in a Berlin amusement park.



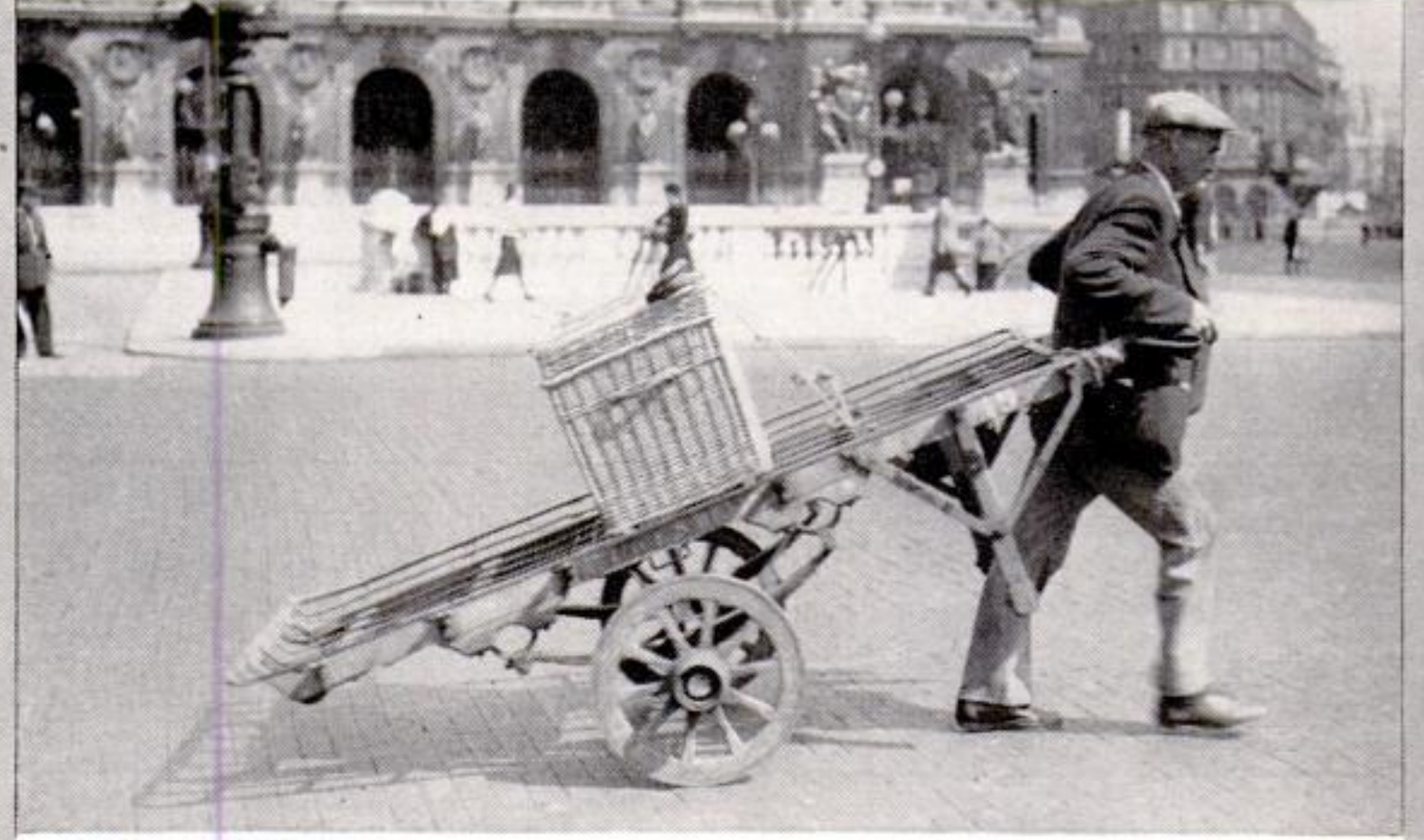
In a Berlin night club another Nazi soldier home on leave seems to be doing very well with his girl. Since the fall of France, the night life of Berlin has become gayer.



A ride on the roller coaster follows a swing on carousel for the members of the Hitler bodyguard and their lasses. These men are not in the Army but in the *Schutzstaffel*.

DESERTED PARIS SLOWLY COMES BACK TO LIFE UNDER GERMAN ARMY'S RULE

This is the tale of another city: Paris. Its deserted streets are slowly filling up. Coffee, meat, pastry and liquors are scarce but mainstay foods are fairly plentiful. Banks and municipal pawnshops have reopened. American movies are still banned. German troops and Hitler Youth groups are gaily touring the town. Sports are perking up and boxing matches will be staged between Axis soldiers. German soldiers no longer enjoy the exclusive use of swimming pools. The best homes on Avenue Foch, overlooking the Bois de Boulogne, serve as quarters for German officers. These German-censored pictures were sent out to show dark days in Paris.



In Place de l'Opéra, the busiest square in Paris before the war, a few people and a man with a cart trundle along. Note the French policeman with nothing to do at the far left.

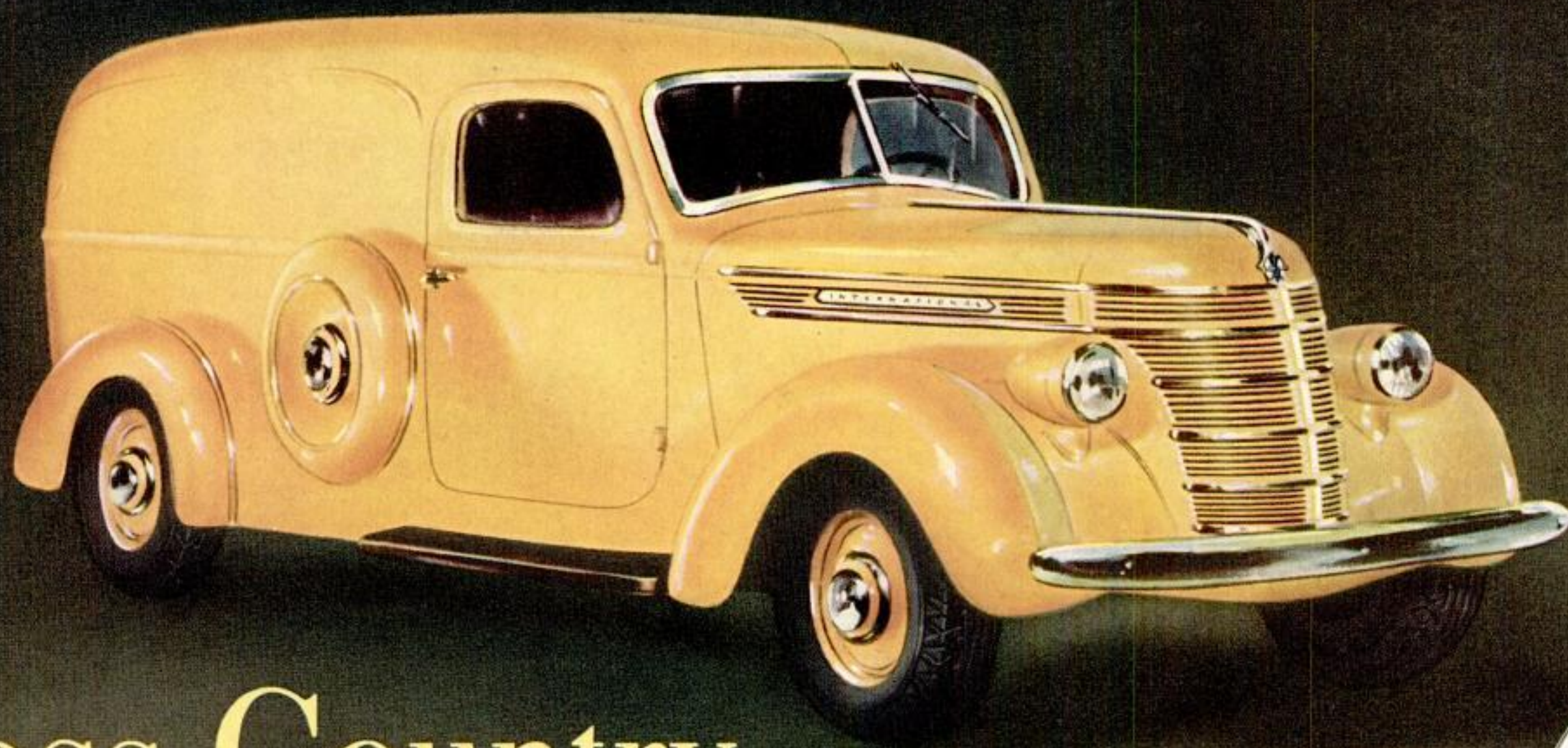


In Place de la Concorde Parisians sell souvenirs to Nazis. Hotel Crillon at left, where American Peace Delegation stayed in 1919, is now the German headquarters in Paris.

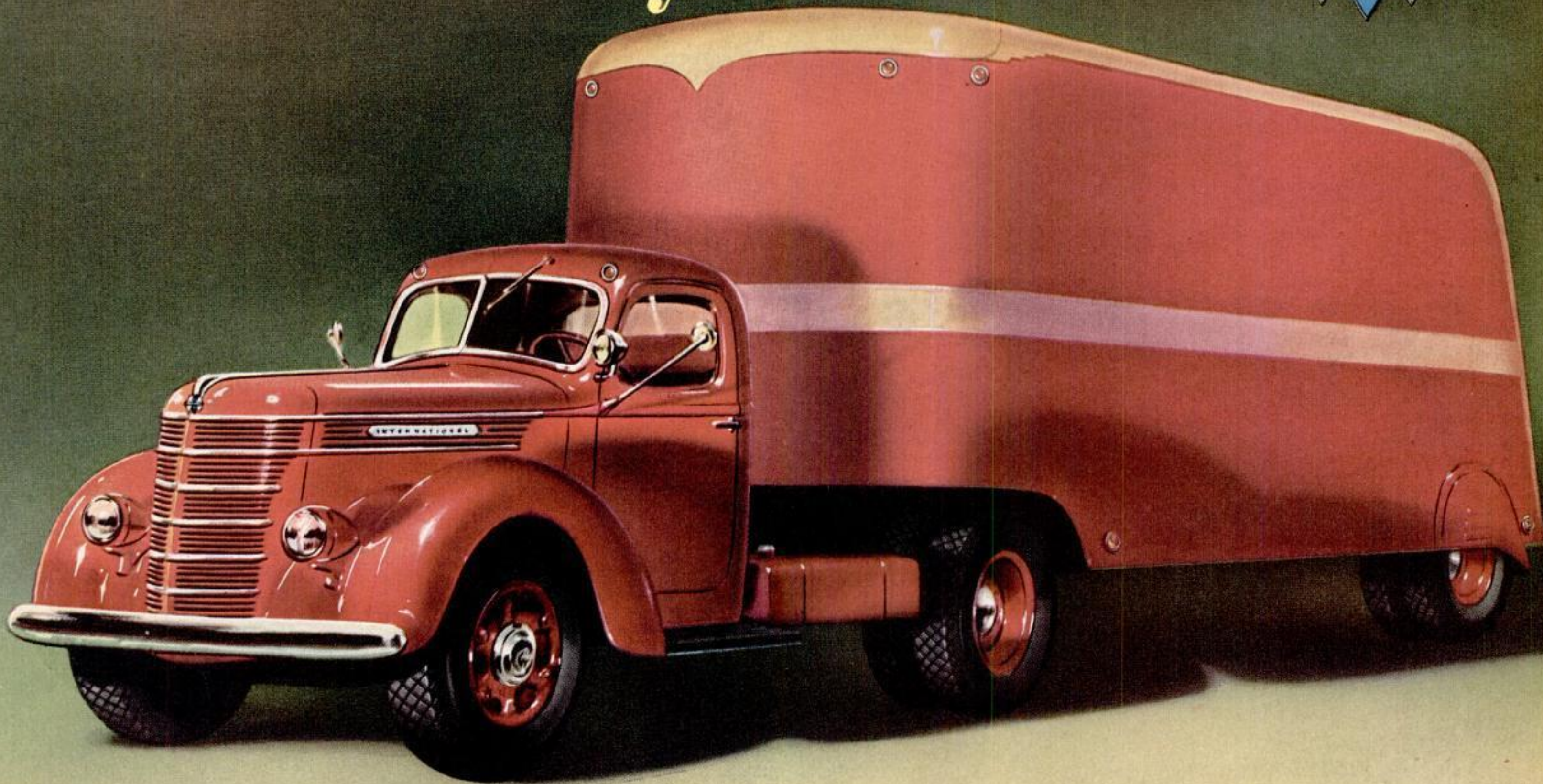


Before Café de la Paix, where the world once passed by before the eyes of generations of American tourists, a horse cart, cyclist, two civilians and two Nazi soldiers now pass.

Cross Town *and*



Cross Country



"Why Does the Chicken Cross the Road?"

THE chicken crosses the road because *she* wants to get on the other side. That's about as far as a chicken's mind will reach, but men with loads to haul begin where the chicken leaves off. They look at the road *lengthwise* — and send their trucks *across the country*.

Why do truckmen, year after year, buy more heavy-duty Internationals than any other make? The practical answer is that International Trucks give them proved *performance, economy, and hauling satisfaction* — the best all-around *truck values* that money can buy.

Owners and drivers will tell you that they get the same profitable results with the *lighter Internationals*, in cross-town traffic, where quality shows up again in beauty and style, quick pickup and smooth acceleration.

Join the big family of International owners and boosters next time you buy a truck. All sizes — ½-ton to big six-wheelers. Top-grade service everywhere. See any International dealer or company-owned branch.

INTERNATIONAL HARVESTER COMPANY
(INCORPORATED)
180 North Michigan Avenue Chicago, Illinois

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INTERNATIONAL TRUCKS

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NEW!...and worth courting!

The score is
Love at first light
When Betty Petty
Serves up
That new
Cigarette delight—

Flavor-Rich OLD GOLDS!

Now on sale
Everywhere,
It's a new and
Different blend
Of the finest
Domestic and
Turkish tobaccos,
Enriched by an
Added touch
Of a special
Imported tobacco
Noted for its
Pleasing aroma
And lasting flavor.

Try one pack
Of the new
Flavor-Rich OLD GOLDS

And we'll give you

DOUBLE YOUR MONEY BACK*

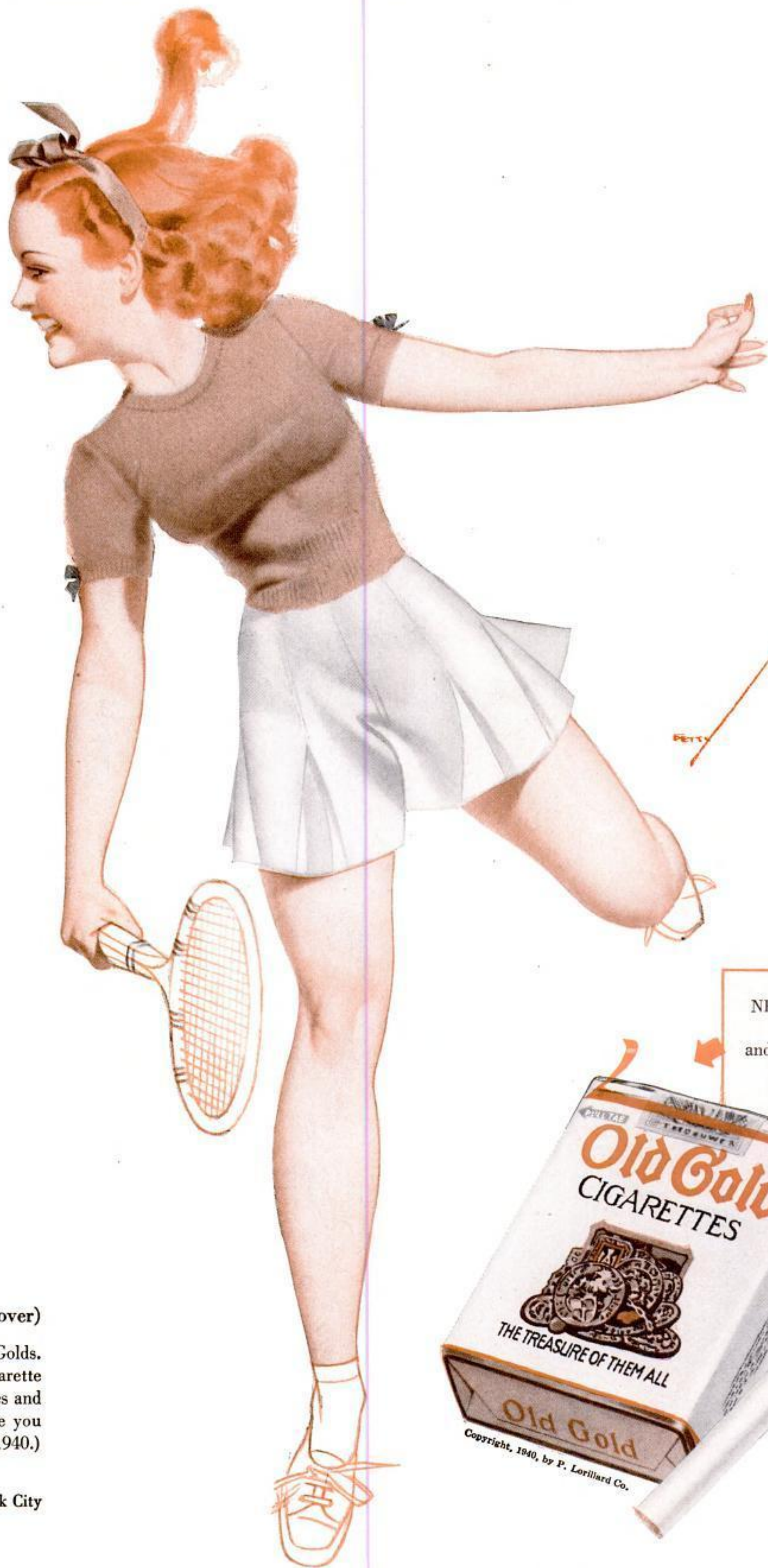
If you don't say
It's the finest
Cigarette
You ever tasted!

* You get a thrill, or we pay the bill (twice over)

Take a sporting chance on the new *Flavor-Rich* Old Golds. Smoke half a pack. If you don't say it's the finest cigarette you ever tasted, mail the ten remaining cigarettes and wrapper to us . . . and we'll send you twice the price you paid, plus postage. (Offer expires September 30, 1940.)

P. LORILLARD COMPANY

119 West 40th Street New York City



NEW "ZIP-TOP" PACK
Just pull the tab
and get FRESH cigarettes,
FLAVOR-RICH,
in a Flash!



TUNE IN Old Gold's new
radio show, starring DON
AMECHE and a brilliant cast.
Friday nights, NBC Red
Network, Coast-to-Coast.

Now on Sale
EVERYWHERE

The new Flavor-Rich OLD GOLDS

DOUBLE YOUR MONEY BACK...IF IT ISN'T THE FINEST CIGARETTE YOU EVER TASTED!



The amateur gobs spent long earnest days learning about the Navy. Above: they disembark at Norfolk for inspection trip to the Navy training station. Below: they attend

a class held inside a barbette, the big tube on which the gun turret rests. When demilitarized after the London Treaty of 1930, the *Wyoming* gave up six of her twelve 12-in. guns.



U.S.S. "WYOMING": LAUNCHED 1911; DEMILITARIZED 1932

A DEEP-SEA CRUISE TRAINS RESERVE OFFICERS FOR NAVY

In 1947 the U. S. will have a two-ocean Navy. In forehanded preparation for that time, the U.S.S. *Wyoming*, once a proud dreadnaught and now a Navy training ship, slid out of New York harbor on July 16 with 611 young landlubbers aboard. They were all over 19 and under 27 and had at least two years of college. They were the first of a batch of 5,000 young Americans to take the new Naval Reserve officer-training courses.

Under the Navy's speed-up program, reserve-officer candidates start right off with a blue-water battleship cruise to give them intensive practical training. On the 25-day trip to Guantánamo Bay, the 611 apprentice sailors learned plenty of practical lessons. They came into contact with the Navy's pious cleanliness, spent hand-hardening hours cleaning decks, polishing "bright-work." They learned what a ship was all about and how to refer to it—i.e., not to say "going outside" when they meant "going topside," not to say "stairs" when they meant "ladder" or "maps" when they meant "charts." They learned navigation, seamanship, duties of an officer. They got sun-tanned, salt-toughened. At the end of the cruise the best were to be chosen for three-months' class-work which would give them the rank of reserve ensigns.



Secretary of Treasury's son, Robert Morgenthau, his name stenciled on his shirt, polishes some brass. He is a senior at Amherst.

**YOU CAN IRON SHIRTS
PERFECTLY IN 7½ MINUTES*
with the New G-E Speed-Iron**

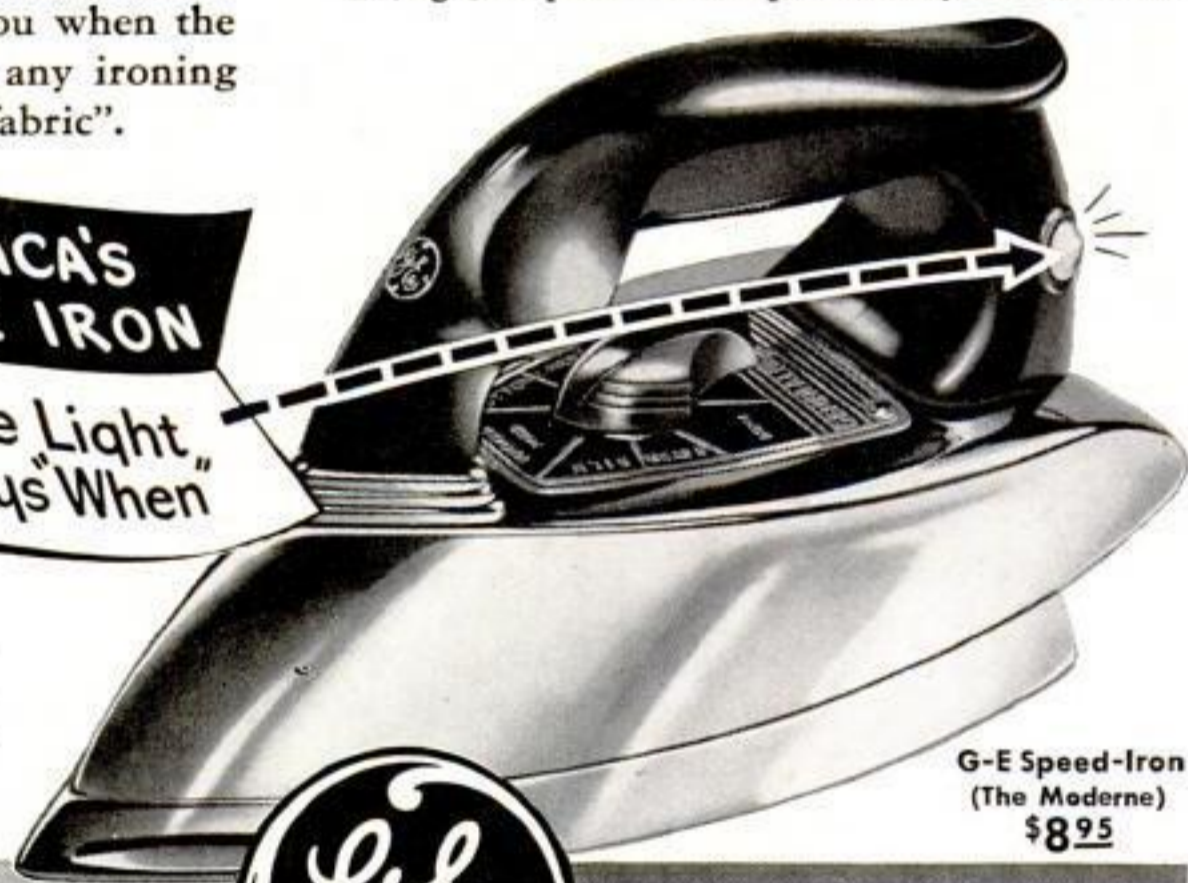


YOU'LL be happily surprised to find how fast you can finish an ironing—and how fresh you'll feel—when you use the new General Electric Speed-Iron. This streamlined beauty is the lightest of all full-sized irons. And a light tells you when the heat is correct for any ironing job—"just dial the fabric".

HERE'S WHY IRONING WITH THE NEW G-E SPEED-IRON IS SO FAST AND TAKES SO LITTLE EFFORT

- 25% Lighter.** Lightest full-size iron made—weighs only three pounds. Fast heating—uses minimum of current.
- Less Arm Fatigue.** It's not pressure but evenly distributed heat by the G-E Calrod Unit that does the work.
- New Hand-Rest Handle.** Specially designed plastic handle that fits hand perfectly; iron is easier to guide.
- Button-Nooks** facilitate ironing around buttons. Long-lasting G-E Speed-Iron has permanently attached cord.

AMERICA'S FAVORITE IRON
With The Light That Says "When"



G-E Speed-Iron (The Moderne) \$8.95

* This time has been checked by Good House-keeping Institute, which has tested and approved the new G-E Speed-Iron.



Three Beaters Are Better Than Two!

New G-E Triple-Whip Mixer whips potatoes creamy smooth—and does a dozen other mixing and blending jobs—in no time at all. Has powerful motor with wide range of speeds—and three beaters instead of two. A special G-E feature is the light that illuminates interior of bowl. Complete with juice extractor. Only . . . **\$22.75**



New G-E Coffee Maker

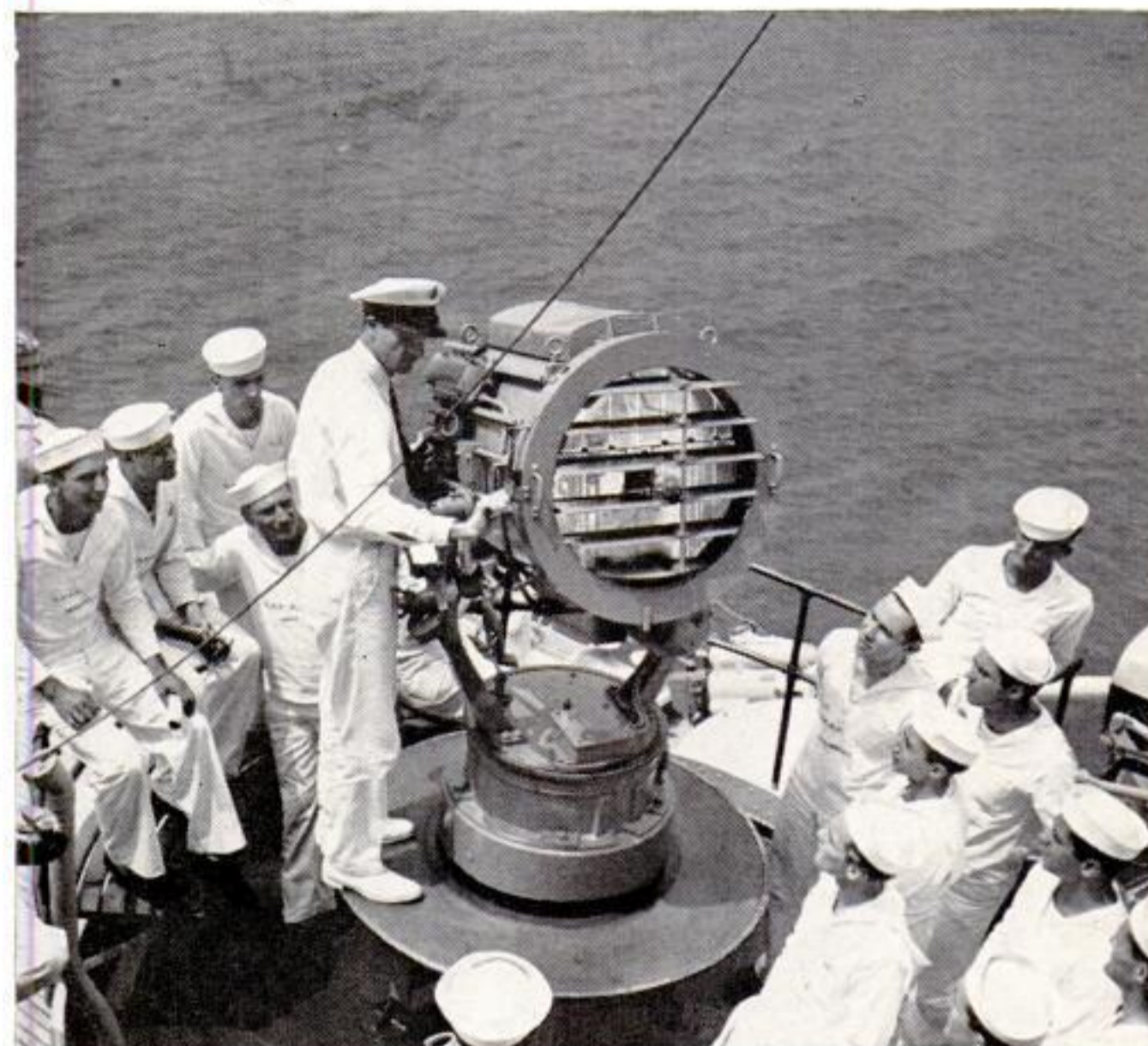
● Completely automatic. You just start it and forget it. Automatically turns itself off and keeps coffee at correct serving temperature \$ **12.95** until used. Only . . .

**THE FINEST OF COFFEE
EVERYTIME-AUTOMATICALLY**

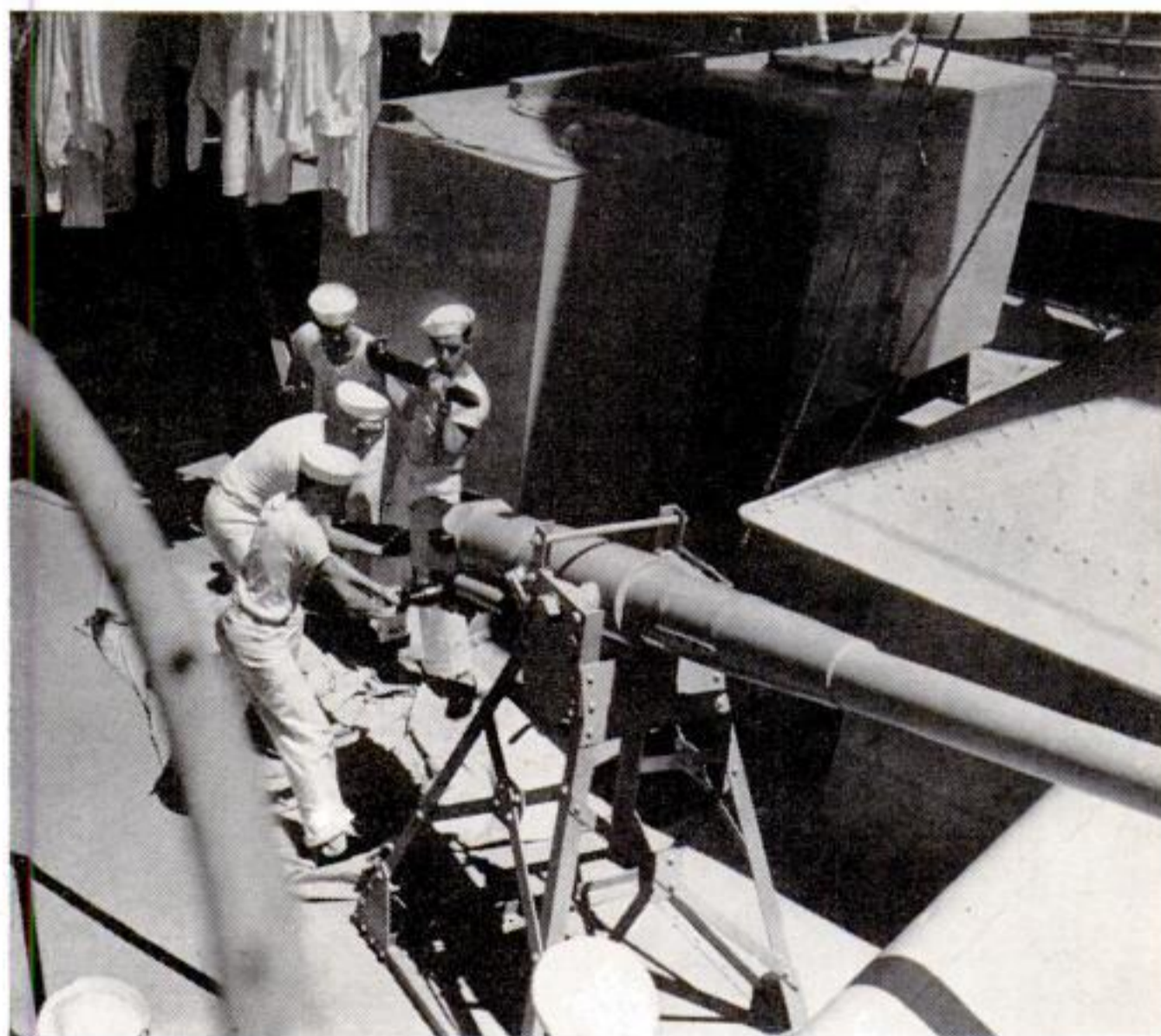


GENERAL ELECTRIC

Naval training (continued)



Blinker signals were demonstrated by chief signalman who showed how to use shutters to send dot-and-dash messages. Signals are visible 20 mi. in bright daylight.



Loading practice was given on dummy anti-aircraft guns with dummy shells. The middies familiarized themselves with ordnance, fired off some of the ship's real guns.



Sun bathing was a part of every day's routine. Ship's orders stated: "Sun bathers will keep clear of ship's work." The would-be ensigns had to do their own laundry.

CONTINUED ON PAGE 31

50 YEARS A FAVORITE!

Doubly delicious because it's
FLAVOR-AGED



Since the gay 90's, Clicquot Club has added gaiety to gatherings all over America. In clubs, at banquets, around family firesides it has brought cheer and won cheers for its inimitable taste. . . . No other ginger ale is like Clicquot Club. Flavor-aging gives it a goodness all its own, different, delicious. High carbonation gives it long life. Its bubbles do a dervish dance until each glass is drained. When you select ginger ale, let the famous Eskimo trade-mark be your buying guide. The same for sparkling water (soda). Use Clicquot Club!

It's flavor-aged



The flavor-ingredients of Clicquot Club Ginger Ale—choice Jamaica ginger and fine flavorings for its rare bouquet—are blended and allowed to age at least six months before water and sugar are added. The result is a uniform taste of wonderful delicacy and balance. Try it!

Bonded carbonation



makes Clicquot Club Sparkling Water (Soda) a splendid mixer. Clicquot's method of regulating carbonation assures complete infusion of tiny bubbles in this pure, crystal-clear water. That's why Clicquot Club Sparkling Water (Soda) keeps a drink fresh and lively to the last sip.

Clicquot Club

PALE DRY GINGER ALE . . . GOLDEN GINGER ALE . . . SPARKLING WATER (SODA)



SERVE *Armour's* Treet

...Most Delicious Answer to Meal-Planning Problems!



★ Here's a delicious, taste-tempting meal that's easy to fix and dee-lightful to eat! Treet with jellied salad.

Treet comes to you already cooked — its rich, savory flavor sealed right into the protection-lined container. So all you do is just slice it cold as it comes from the can.

Then arrange the slices on a platter around individual molds of jellied vegetable salad, garnish, and place it proudly on the table, a scrumptious dinner for four.

How you'll cheer for flavorful Treet—it's made of only the best table-meats, blended and seasoned just so... delicately... for your family's enjoyment! Try Treet today!



Tune in on "YOUR TREAT"
—Armour's Great
Coast-to-Coast Radio Show

★ Another mouth-watering Treet supper features sliced fried Treet, served on your very best platter with whole kernel corn, buttered and garnished with bits of green pepper. Just slice Treet 1/4 inch thick and brown for a minute on each side. The flavor's wonderful!

Keep a few cans of Treet on the shelf all the time. They're mighty handy! There are a hundred ways to serve Treet deliciously. Get Treet at your dealer's now!



★ Unexpected guests? Just take a can of Armour's Star Corned Beef off the shelf. Chill it—then simply slice the contents and serve with potato chips and a simple salad. This "Easy Cold Supper Service" is just as delightful to eat as it is quick to prepare.



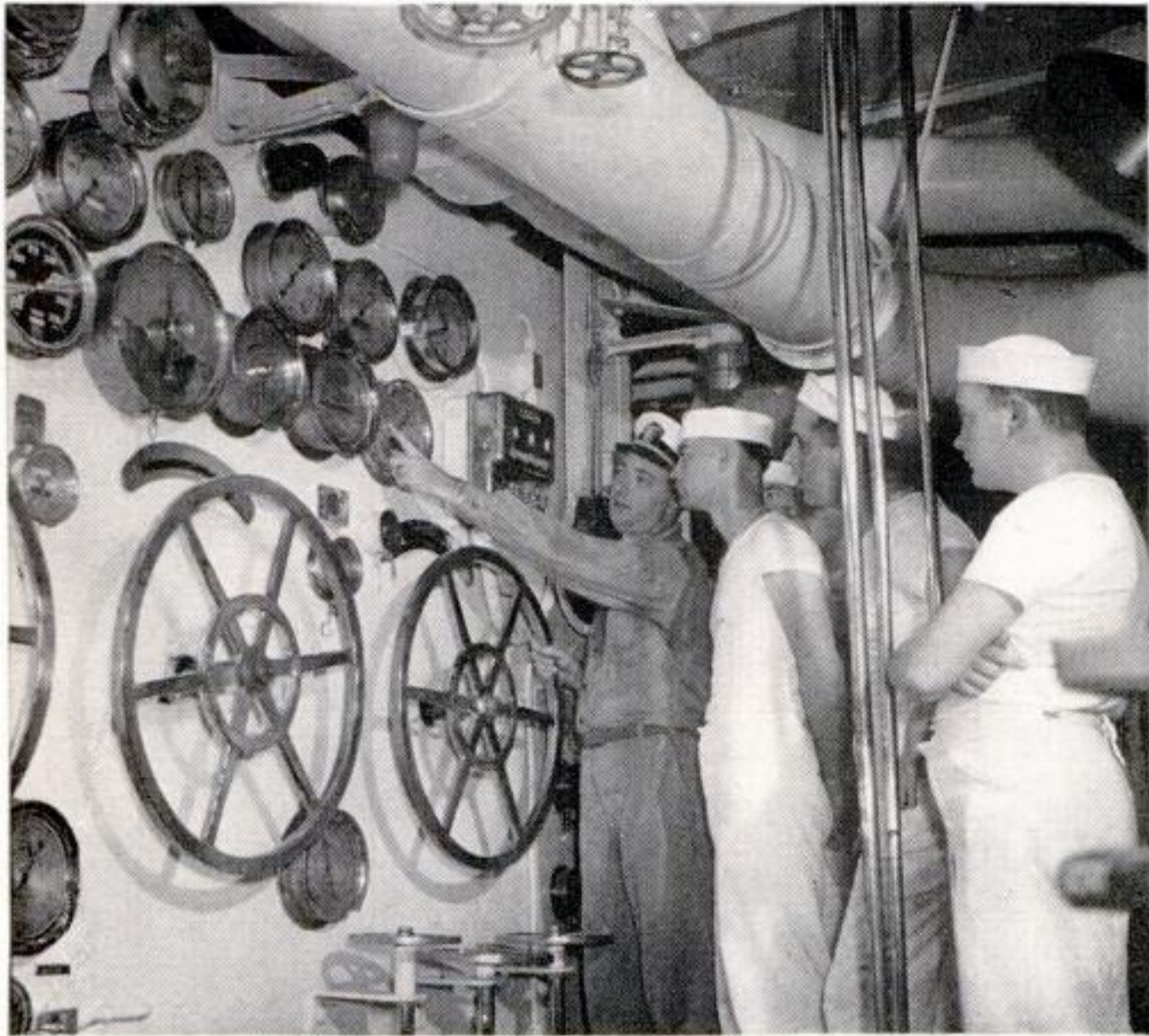
★ Your friends will think you've been south of the border when they taste this snappy delicacy—Armour's Star Hot Tamales! They are made of fine ground meat strongly spiced with Mexican chile, wrapped in a blanket of pure corn meal. They're already cooked—so just heat and serve.



Ask for
**ARMOUR'S
STAR
MEATS**

America's first choice for flavor

Naval training (continued)



At throttle watch they learned about gauges, pressure, revolutions per minute. Chief machinist's mate is showing what happens to gauge when throttle wheel is turned.



Breakfast was served at 8 a. m. after the recruits had put in about two hours of hard work and developed some pretty fancy appetites. Note the hats hanging overhead.



Lights out was at 10 p. m. but boys could stay up later. They were so tired that few of them did. Learning how to get into a hammock and sleep in it was basic training.



BING HIMSELF, WITH 2-YEAR-OLD LINDSAY ON THE HANDLE-BARS. NEXT COMES GARY, AGED 7, AND THE 5-YEAR-OLD TWINS, DENNIS AND PHILLIP. THE NAME OF ALL THE BIKES IS SCHWINN. AGED ABOUT 2 DAYS—BUT WITH A LIFETIME GUARANTEE!

BING CROSBY AND THE BOYS ROLL OUT ON THEIR NEW SCHWINNS

They say song welled to his lips at the sight of it! A Schwinn-Built bike—sleek and streamlined as a race horse, and built with the precision of a perfectly timed radio show.

Said Bing, enthusiastically, "That's the bike for the Crosbys! I wanted the boys to have the safest—Schwinn got our vote for its written LIFETIME GUARANTEE. When the maker does *that*—it's got to be good."

Most other doting parents feel the same. They want *experts* to make the bicycle their offspring whizzes off on. Experts of more than 60 proud years' experience. Men who build beauty into their bicycles, backed up with tested materials, and supreme engineering skill.

Schwinn bikes are the ones with the widest range of models . . . the smartest lines and colors . . . the most durable finishes . . . all the foreign-type accessories. *Plus* construction perfection!

Better dealers have Schwinn-Built bikes to show you. Better parents choose them for eager youngsters, as little as the twins.

So cheer up, Lindsay-on-the-left! Soon *you'll* have a Schwinn! Your Dad, with that mastery of tongue-twisters famous on the air, can say what thousands only *think*. "SCHWINN'S SWELL!"

FREE! Send for illustrated booklet of Schwinn-Built Bicycles for boys and girls, men and women. Together with a beautiful 6½ x 5¾ reproduction of the Crosby family photograph as shown above. Address: Arnold, Schwinn & Co., 1732 N. Kildare Ave., Chicago, Ill.



Ride Schwinn-Built Bicycles

Copyrighted material

**HIP CONTROL IN HOT HUMID WEATHER
PROVIDED BY LIGHT VENTILATED GIRDLES**

Hip control in hot humid weather calls for the combined talents of ventilating engineers and air-conditioning experts. Even the hardest type of suffering-for-vanity's-sake woman balks at encasing herself in heavy hip-confining garments when the mercury stays over 90°. This year manufacturers have outdone themselves in providing a measure of control in garments with ventilating features.

"Hippy" women expect a girdle to reduce their hip measurements by at least two inches. No such miracle is claimed for a summer mesh girdle. Maximum reduction attained by these is about one inch. Four of this summer's novelties, with average performance expectations, are shown here and on page 34.



Love-Interest Grows

when your skin
has this Fragrance Men Love

The costly perfume of Cashmere Bouquet Soap, with its appealing fragrance, is the dainty way to combat body staleness.

LOVE'S A GAME where you can't afford to take second place. Use all the tricks, say the experts, and PLEASE be careful of the fragrance bath soap leaves on your skin.

If you want love-interest to thrive, then try this dainty way to avoid unwelcome body staleness. For this way is glamorous! It's feminine! It's alluring! It's in tune with the rest of your make-up!

Instinctively, you prefer this costly perfume of Cashmere Bouquet. For Cashmere Bouquet is the only fragrance of its kind in the world, a secret treasured by us for years. It's a fragrance men love.

Massage each tiny ripple of your body daily with this delicate, cleansing lather! Glory in the departure of unwelcome body staleness.

Thrill as your senses are kissed by Cashmere Bouquet's exquisite perfume. Be radiant, and confident to face the world!

You'll love this creamy-white soap for complexion, too. Its gentle, caressing lather removes dirt and cosmetics so thoroughly and leaves skin smooth and fresh looking.

So buy Cashmere Bouquet Soap before you bathe tonight! Get three cakes at the special price featured everywhere.

3 for 25¢
Wherever fine soaps are sold



Cashmere Bouquet Soap

The Fragrance Men Love

Enhance your allure with these complementary Cashmere Bouquet beauty aids: Cashmere Bouquet Cleansing Cream... Face Powder... Lotion... Talc Powder... Lipstick



"Sissy Britches," named and designed by 23-year-old Anne Rhea, are a big seller.



Front panel, as well as bra and pantie, is ventilated and gives a slight support.



Coin-dot Lastex weave is used for girdle above. Weight: 1 1/6 oz., control 1/2 in.



Eyelet batiste plus Lastex mesh is used for the all-in-one. Its weight: 2 5/8 oz.

CONTINUED ON PAGE 34

Aren't you glad
I remembered about
"33 to 1"?



BLENDED 33 TIMES TO MAKE ONE GREAT BEER!

It's the Happy Blending of 33 Separate Brews—for the One Flavor that has won America, Coast to Coast!

• Pabst Blue Ribbon is served in more homes—at more parties, picnics and other social occasions—than any other beer.

And the reason? It takes not one, not five, or twelve...but 33 separate brews from 33 separate kettles, to make a single glass of BLUE RIBBON!

Each brew is as fine as choicest ingredients and Pabst's 96 years of experience can make it. Then all 33 brews are brought together in perfect balance.

An expensive way to brew? Of course! It's like blending champagne, coffee or tobacco to produce the finest. And that's what makes it *America's Premium Beer*, with a smoothness that is unique . . . and a goodness that never varies. Sometime today, meet Blue Ribbon.

It's the BLEND that Better's the Beer

Try **Pabst Blue Ribbon** *and Prove it*

Copyright 1940, Pabst Brewing Company, Milwaukee



... WITH A
BLUE RIBBON ON IT



... First in the Homes of
America—and the Largest
Selling American Beer in
the Rest of the World!

-and so- **THE PEA**
DISCOVERED THE PRINCESS!



A princess—driven by storm and rain—came to the gate of a monarch who sought a bride for his son. To see if she was really a princess, a special bed was prepared. On top of a pea, 20 mattresses were placed, then 20 feather beds. In the morning, the princess complained that a bump in her bed had bruised her black and blue. And so they knew she was a real princess, and the prince married her.

From a fairy tale by Hans Christian Andersen



Get a Princess' rest on
PEQUOT PERCALE

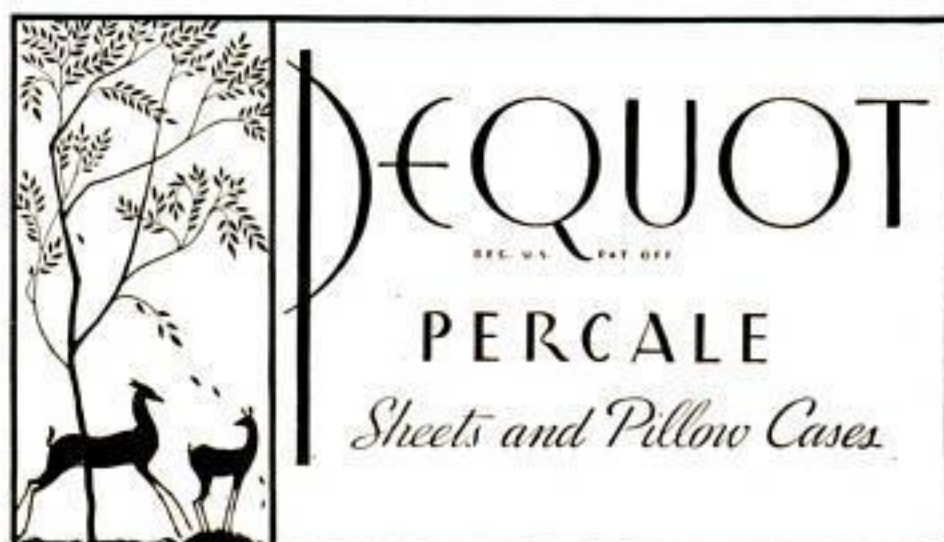
MAYBE YOU have a delicate skin. Or maybe you're just a luxury lover—frankly fond of snuggling in snowy white, smooth, fine sheets.

For you, Pequot now makes exquisite percales. Light-weight sheets that are sweet to the touch as silk—soothingly cool and soft. And prices them so low that you can indulge yourself in this sleeping luxury every night!

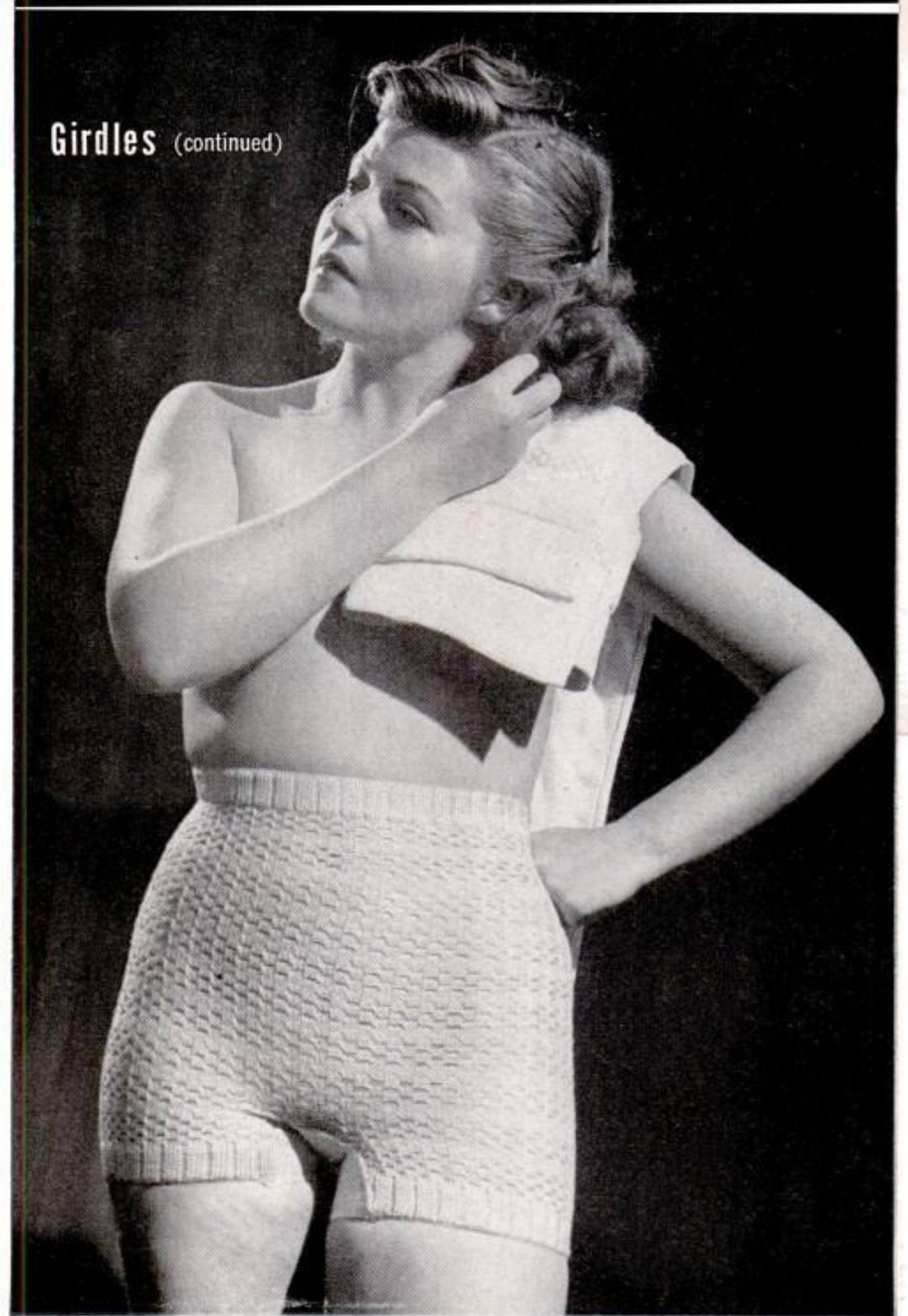
Think of the satisfaction in buying lovely percale sheets that are backed by the famous name of Pequot—symbol of wear and service for generations! Made with all of Pequot's old-time skill, Pequot Percales

—though light and fine—are wonderfully strong. Notice, too, the projecting size tabs—a Pequot feature that makes it easy to select the right size sheets from your linen shelves.

Remember, when buying luxury sheets, *mind your P's and Q's*...insist on Pequot Percales. Pequot Mills, Salem, Mass.



Girdles (continued)



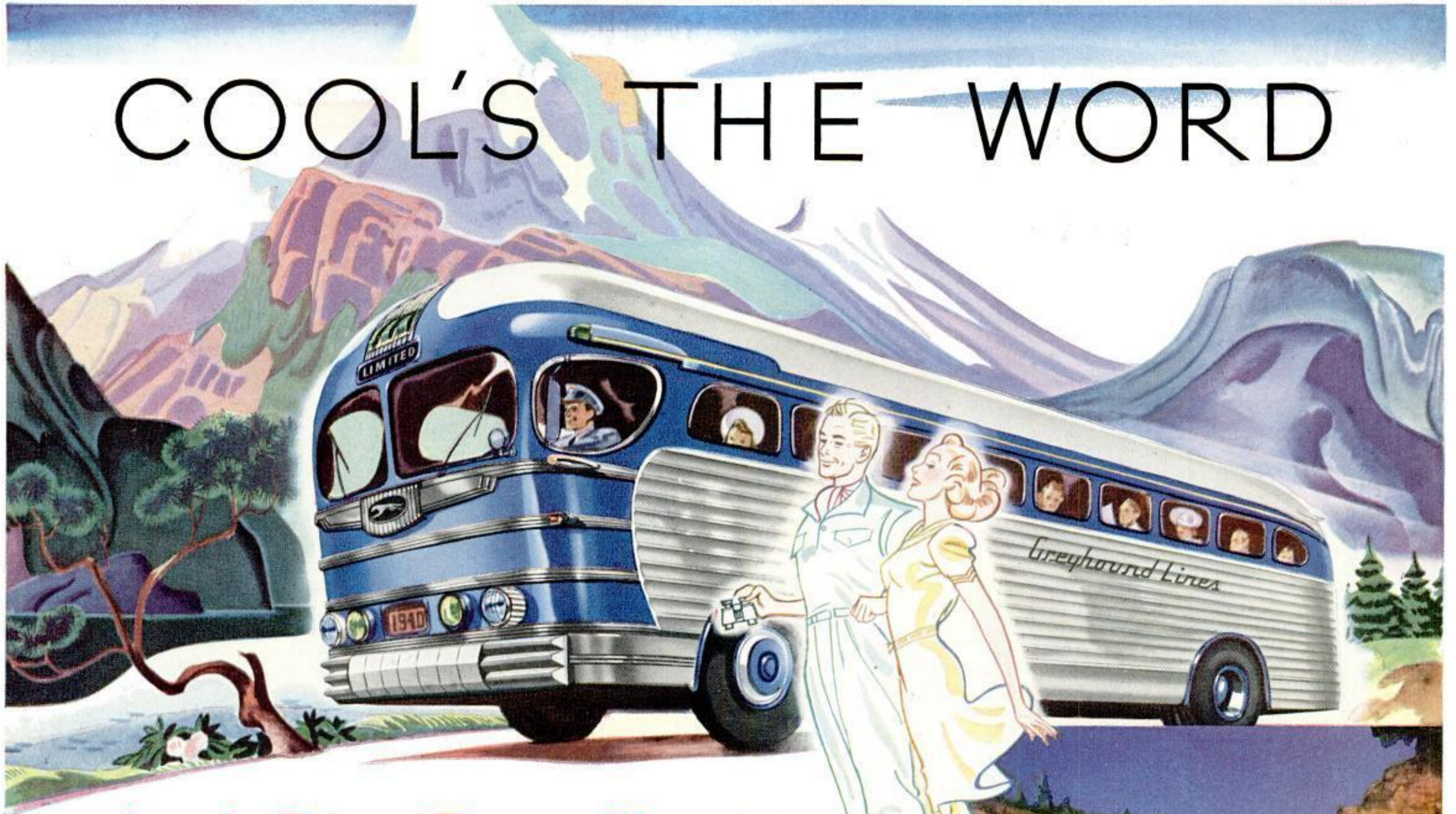
"Curtsy" panties (above) are fashioned of porous Lastex. Swatch at right shows lacelike weave which provides many holes for cooling. This garment weighs 3½ oz. and will take in the hips about 1½ in.



Playtex girdle is made of latex, molds the body like a second skin. Perforations provide the only ventilation. This garment weighs 4½ oz., takes about 1½ in. off hips and makes wearers perspire freely.



COOL'S THE WORD



for the New Super-Coach!

Enjoy perfected air-conditioning as you travel "This Amazing America" by GREYHOUND

Step from August heat into cool spring-like air, when you step aboard one of Greyhound's brilliantly designed new Super-Coaches. Hundreds of them are Diesel-powered, all have perfected air-conditioning, new-type easy chairs, soft indirect lighting. These new buses are acclaimed by smart travelers as the smoothest riding, most luxurious on American highways. It's true that Greyhound reveals, close-up, more of this continent's strange, unusual, and beautiful spots than any other transportation system. So it's grand to know that you'll be pleasantly cool, fully relaxed as you travel through "This Amazing America" . . . and that you'll save dollars on each trip, whether traveling for business or for pleasure.

Thrill to the Splendor of Your National Parks

Rainbow-guarded Bridal Veil Fall, at Yosemite, floats down 620 feet. Yellowstone, Acadia, Sequoia, Grand Canyon, Great Smoky, Rocky Mt., Everglades—nearly all national parks and playgrounds are made easily accessible by Greyhound.

World's Fair at New York—Bigger, Better!

You must see it this year—and soon. The exhibits are even finer—entrance fee and living costs in New York lower—Greyhound fares to the Fair lowest of all! Ask about Expense-Paid Tours to New York.

San Francisco Fair—Riot of Fun and Color!

Treasure Island with its sea of bright flowers, its magic night illumination is at its best right now. Go Greyhound to California by one romantic route, return another—an extra saving on the round-trip.

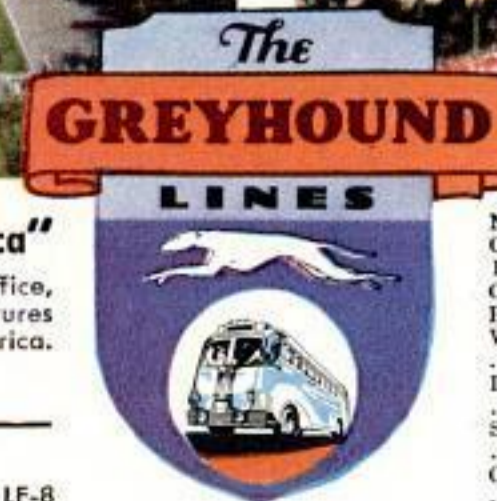


Get Thrilling Booklet "Amazing America"

Mail this coupon to nearest Greyhound information office, listed at right, for fascinating booklet with 140 pictures and stories about strange, unbelievable places in America.

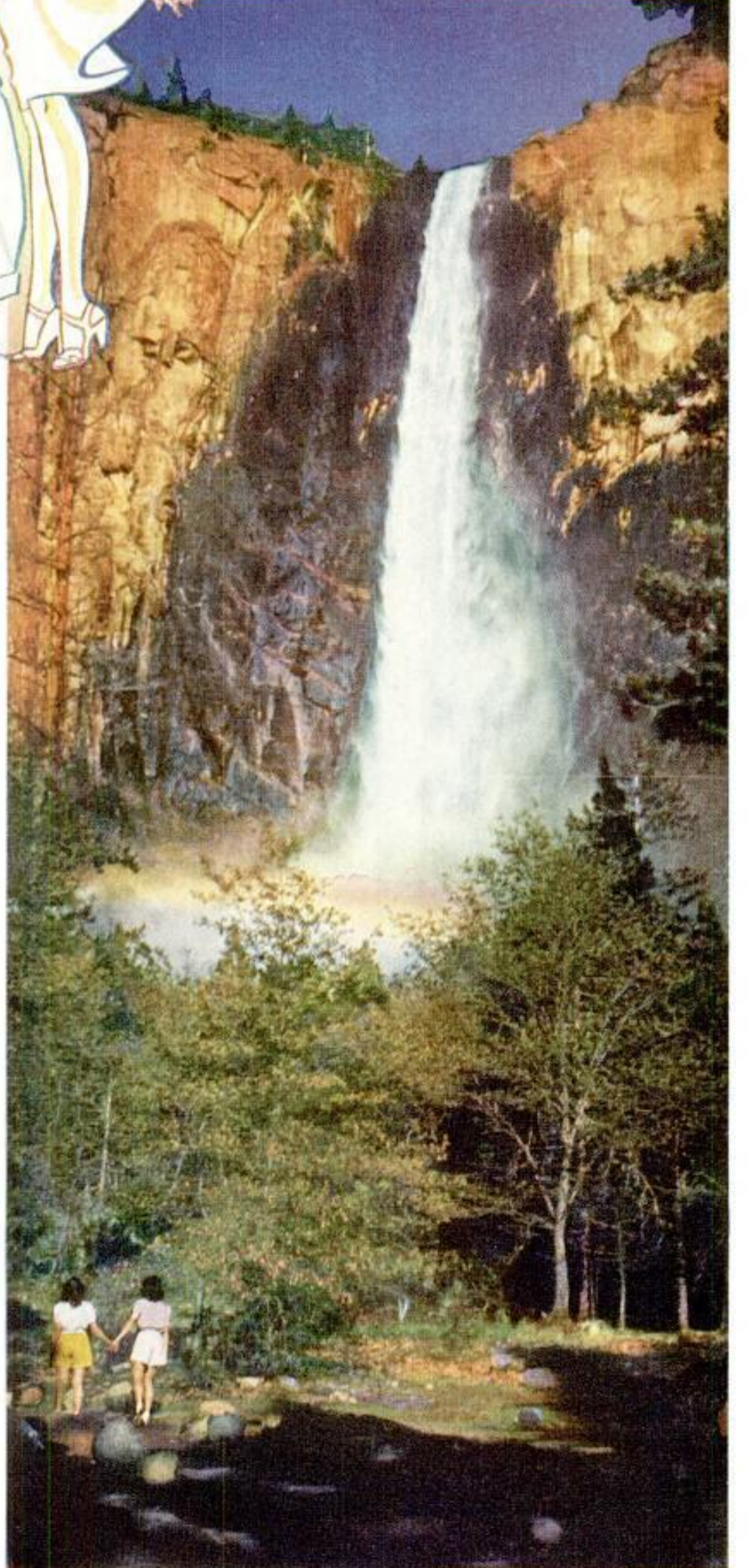
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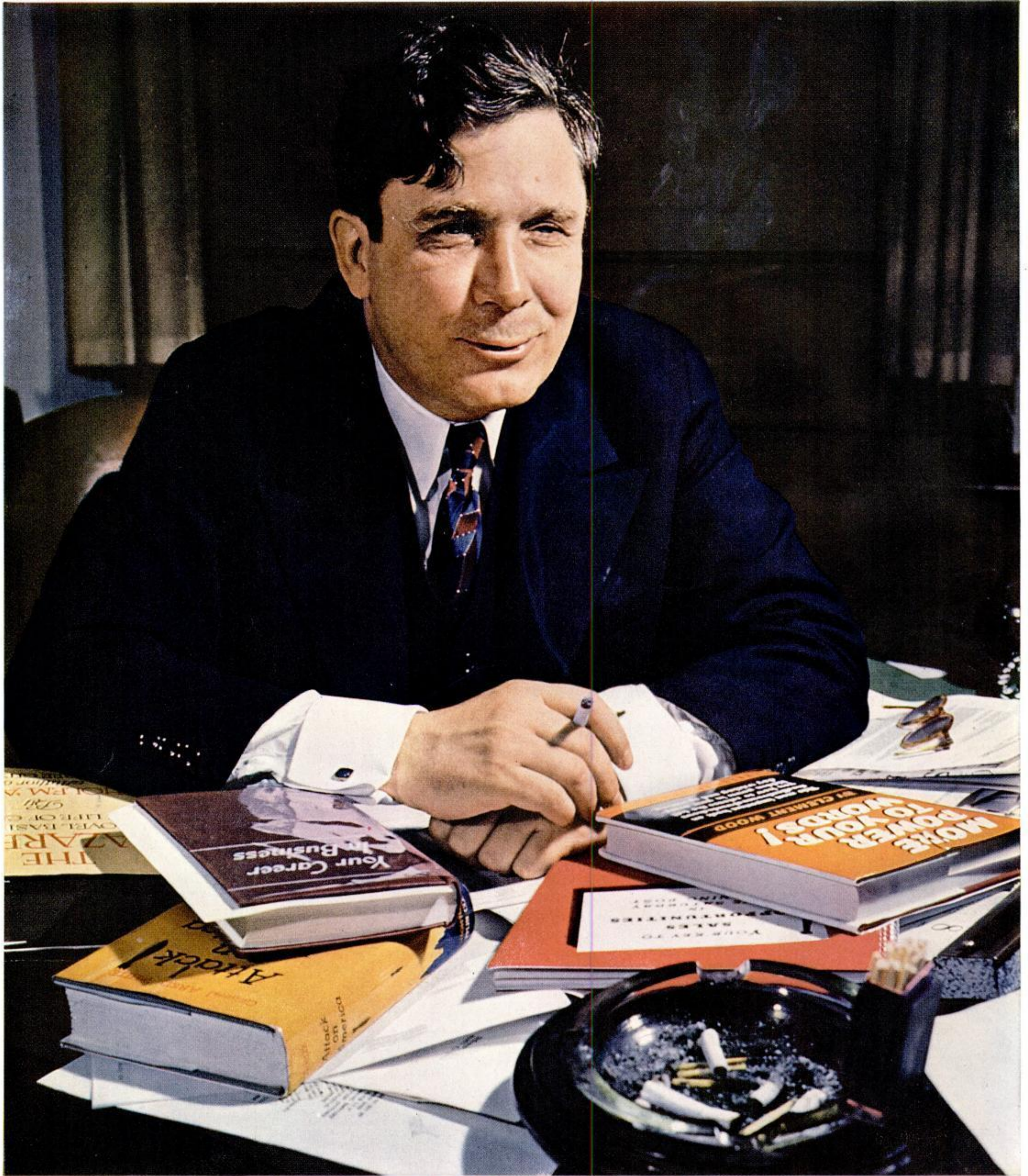
Address _____



New York City, 245 W. 50th St.
Cleveland, O., E. 9th & Superior
Philadelphia, Pa., Broad St. Sta.
Chicago, Ill., 12th & Walsh
Boston, Mass., 60 Park Square
Washington, D. C., 1110 New York Ave., N.W.
Detroit, Mich., Washington Blvd.
St. Louis, Mo., at Grand River
Charleston, W. Va., Broadway & Delmar Boulevard
155 Summers Street

San Francisco, Cal., Fine & Battery Streets
Cincinnati, Ohio, 630 Walnut St.
Richmond, Va., 412 E. Broad St.
Ft. Worth, Tex., 905 Commerce St.
Minneapolis, Minn., 509 6th Ave. N.
Memphis, Tenn., 527 N. Main St.
New Orleans, La., 400 North Rampart Street
Lexington, Ky., 801 N. Limestone
Windsor, Ont., 44 London St., E.
Montreal, Can., Provincial Transport Co., 1188 Dorchester St., W.





A CHAIN-SMOKER AND CHAIN-READER, WILLKIE FINISHES A CIGARET IN THREE OR FOUR PUFFS AND A BOOK IN AN AVERAGE OF TWO HOURS. NOTICE TITLES OF BOOKS

Wendell Willkie

REPUBLICAN NOMINEE FOR
PRESIDENT OF THE U. S.

Feb. 18, 1892—born, Elwood, Ind. Attended public school, with one term at Culver Military Academy.

1913—A.B. Indiana University, after summers as steel-mill laborer, harvest hand, short-order cook. 1913-14—history teacher, track, basketball and debate coach at Coffeyville (Kan.) High School. 1914-15—laboratory assistant, Fajardo Sugar Co. in Puerto Rico.

1916—LL.B. Indiana University. 1916—joined father's law firm, Elwood. April 7, 1917—enlisted in infantry.

Jan. 14, 1918—married Edith Wilk of Rushville, Ind. before sailing for France.

1919—returned from France a captain, joined law staff of Firestone Tire Co. in Akron, Ohio.

1921-29—member Akron law firm of Mather, Nesbitt & Willkie.

1929—went to New York as member of law firm of Weadock & Willkie, general counsel for Commonwealth & Southern Corp.

Jan. 1933—president of Commonwealth & Southern. June 27, 1940—nominated by Republicans for President of the United States.



ELWOOD'S MAIN STREET, CALLED ANDERSON STREET, IS FLAT AND STRAIGHT AND SMELLS OF FRYING MEAT AT NOON. HARDLY ANYBODY WEARS COAT OR TIE IN SUMMER

"THE STORY OF ELWOOD IS THE STORY OF AMERICA"

SO SAYS WENDELL WILLKIE OF HIS INDIANA HOME TOWN, WHOSE BOOM COLLAPSED LONG AGO

In the 1890's, when Wendell Willkie was born there, Elwood, Ind. was the kind of town that young Americans of spirit flocked to, sure of making fortunes. With one big factory after another moving in to take advantage of the superabundant natural gas that had just been discovered, there seemed to be no limit to Elwood's future. But by the time coltish young Willkie was making life exciting for the girls and his teachers in Elwood High School, Elwood had become the kind of town that spirited young people get out of as fast as they can to seek their fortunes elsewhere. After years in which nobody had even bothered to turn off the street lights in daytime, the gas had run out.

For the past ten years Elwood has been kept going largely by Federal and State relief money. Not long ago one citizen in ten was getting some kind of relief. Elwood's 1940 population is 10,798—up 233 from 1930 but down nearly 8,000 from its peak in the late 1890's. Every passing craze flourishes in Elwood, from the Ku Klux Klan to Townsendism and Bingo. The average earned income is about \$15 a week; the number of Elwoodians who make \$3,000 a year or better can be counted on one man's fingers. The town has 19 churches and a number of joints. In the latter, poker, Forty-one and rummy games are run in back rooms and cellars, and young girls drink Coca-

Cola chasers with their whisky while planning to attend Baptist Sunday School next morning. In short, there is nothing to distinguish Elwood from hundreds of other busted American towns except that one of the boys who got out of it is going back on Aug. 17 to accept the Republican nomination for President of the United States.

But Elwood is far more to Wendell Willkie than a homespun starting point for his campaign. The



SCOUTS AWAIT TOURISTS AT ELWOOD HIGH SCHOOL

man, in fact, is understandable only when examined against his boyhood background. The notion that Willkie is a robber-baron throwback who thinks Government should do nothing about Business but give it a McKinley tariff is possible only to one who knows nothing about Elwood and its effect on him.

"The story of Elwood," says Wendell Willkie, "is the story of America and its problems. It's the perfect laboratory; I've always wanted to write the story myself." Though he got out of it as soon as he could, he has thought long and hard about its history. One conclusion he has reached is that the time is long past when Americans can get rich, when America can afford to let any of its citizens get rich, by unchecked shoveling of its natural resources. The sins that laid Elwood low, he believes, were: 1) "profligate waste of natural resources;" and 2) "over-industrialization of an essentially agricultural community." He heartily approves the spirit Elwoodians have shown in attempting to rehabilitate the town by growing tomatoes and trying to attract new factories. But in today's complex world their efforts, he believes, cannot succeed alone. "Elwood's experience," says the Republican nominee, "shows that individuals cannot carry through large-scale social readjustments—that society owes an obligation to its members when it leads them up a blind alley."



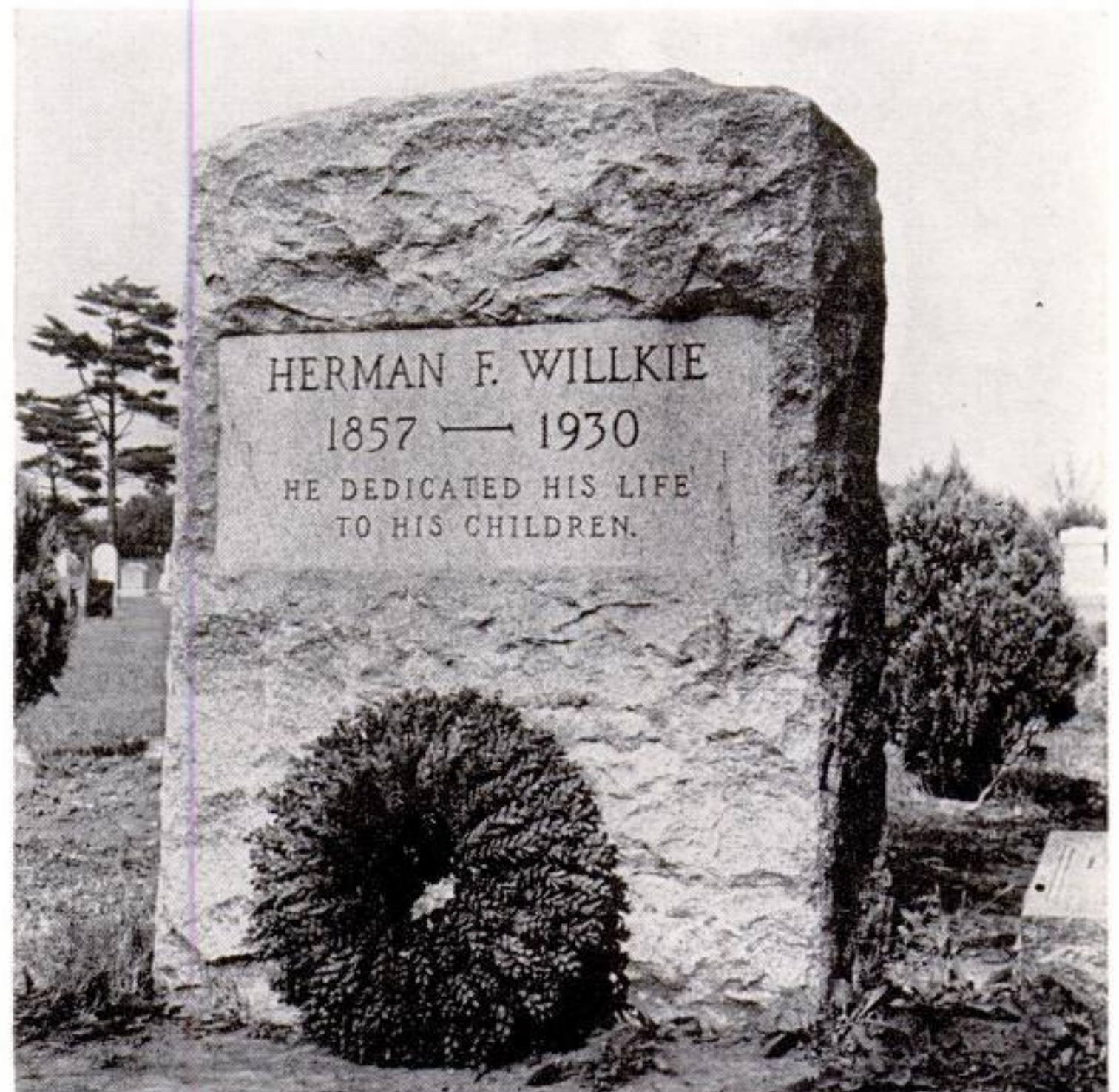
Hollyhocks now grow high around the huge plant in Elwood where the U. S. tin-plate industry, and the Leeds and Reid fortunes, began in 1892. After Elwood's natural gas failed and factories began moving away, U. S. Steel Corp. located tin mills near industrial centers

like Pittsburgh, Chicago and Birmingham. Adoption of the cold-reduction process finally doomed Elwood's hot-roller plant. It closed for good on Dec. 31, 1937, throwing 1,100 Elwoodians out of work, ending a \$40,000 a week payroll. The big glass plant closed in 1938.

TIN PLANT RUSTS AS PRINCESS & SKATER GET ELWOOD FORTUNE

Pouring rain had turned Elwood's streets into seas of black mud on the September day in 1892 when Major William McKinley of Ohio arrived to dedicate America's first big tin-plate plant. Tin plating had always been an English-Welsh specialty, and foreign competition had killed off earlier attempts to start it in America. But two solid Republicans of nearby Richmond, Ind. named William B. Leeds and Daniel G. Reid had decided that, with Elwood's cheap fuel, they could make a go of tin plating, if they could have some tariff protection to start. Their friend Congressman McKinley, with a 2.2¢-a-lb. duty in his Tariff Act of 1890, had attended to that for them.

Wendell Willkie, having been born only seven months earlier, was not on deck to hear McKinley. But he did live to see Messrs. Leeds's and Reid's Elwood enterprise expand to 28 mills, making huge profits for their owners. Behind the tariff wall erected "to protect the American workingman's full dinner pail" he saw hundreds of cheap Welsh workers imported to man the mills. He saw Big Business run the town pretty much as it wanted, had his first day in court helping his lawyer-father, a Bryan Democrat, defend the local union against an anti-picketing injunction. When the gas ran out, he saw the factories close up and move away one by one, leaving Elwood flat. Turned by these experiences into a trust-busting college radical who advocated abolition of all inheritances, he has lived to see the great Elwood-founded tin-plate fortune enjoyed by a Russian princess, Xenia, the first wife of the present William B. Leeds, and by a Norwegian figure skater, Sonja Henie, new third wife of Daniel Reid's playboy grandson, Daniel Reid Topping.



Wendell Willkie's father, nicknamed "Hell Fire" Willkie by pupils when he was Elwood's school superintendent, grew paper-rich in real estate during Elwood boom. Left \$50,000 in debt after Panic of 1893, he managed to send four sons and two daughters through college.



Wendell Willkie's Uncle Frank, Aunt Flora and Cousin Julia are now the only Willkies left in Elwood. Unlike his brother Herman, a scholar-lawyer with 6,700 books in his home library, Frank Willkie worked in the tin mill (see opposite page) as a finish heater, was retired

on \$64-a-month pension a month before the plant closed. At 68, he just "takes it easy." Cousin Julia, now Mrs. Edward Sturbois, worked ten years in the Elwood library before marrying. Wendell's mother, also a lawyer, helped get a Carnegie grant to start the library.



Lou Sullivan's Golden Garden, on Anderson Street, is Elwood young folks' favorite hang-out. Dim-lit with red and green neon, it has a swing band and a bar, and poker is played in the "clubroom" downstairs. Whisky bottles stand on many of the tables. Patrons often

bring their own and buy only the mixers, though Bartender Charlie Sullivan, Lou's brother, tries hard to discourage the practice. In the white-trellised dance enclosure at the back of the garden there are generally about three girls to every boy. The boys usually go without coats.



The Gootee family (pronounced "goatie") live just across the street from Wendell Willkie's old home. Mrs. Gootee used to clean the Willkie law offices and her sons recall many a Halloween prank with the Willkie boys. Once they dragged off an outhouse with the owner inside.



The Monticello Manufacturing Co. is cashing in on local fame with red-white-&-blue Willkie auto tags, which sell for 25¢ and 35¢. Other present Elwood factories make kitchen cabinets, automobile trailers and cans. There are 22 tomato-packing plants in or near the town.



Elwood's Epworth League meets at 6:30 p.m. on Sunday in the Methodist Church. It includes youngsters from half-a-dozen churches, plus a German-Jewish refugee girl. "This is the prize-winning League in the Kokomo district," boasts the Rev. Samuel Yoder, "we have the

efficiency cup." On the evening of LIFE's visit Donald Yoder read a League history, including: "Robert, Charlotte and Julia Willkie were the only Willkies I find who were in the League. If Wendell had belonged he would have been on the list with his sisters and brother."



In Callaway Park, where Willkie will deliver his acceptance speech on Aug. 17, his old swimming hole in tiny Duck Creek has been replaced by a big, sanitary, concrete pool with diving boards, rafts, two lifeguards and 15¢ admission. It was built by Franklin Roosevelt's WPA.



Oldsters in overalls, sunburned and whiskered, can nearly always be found leaning against the window ledge of the Citizens Bank at Anderson and South A streets. Countryfolk from Windfall, Aroma, Leisure, Strawtown and other nearby hamlets come in to shop on Saturdays.



Delicious Van Camp's PORK and BEANS
The economical time-out-from-work meal

Quick and easy to prepare

Delicious cold, right from the can

Or just heat and eat

Nourishing, healthful, Savory Secret Sauce

Flavor Penetration Cooking Method

Brings you whoops of joy from young and old

Saves work . . . saves time . . . saves money

Van Camp's
PORK and BEANS



Order Van Camp's from your grocer, today

ELWOOD (continued)



Zora Diven, 58, truck farmer, says: "I worked in the mill nine years; then I busted a blood vessel in my foot. Some fellows tell me if I'd had Herman Willkie for a lawyer I'd have gotten compensation. As it was, they did me out of it somehow."



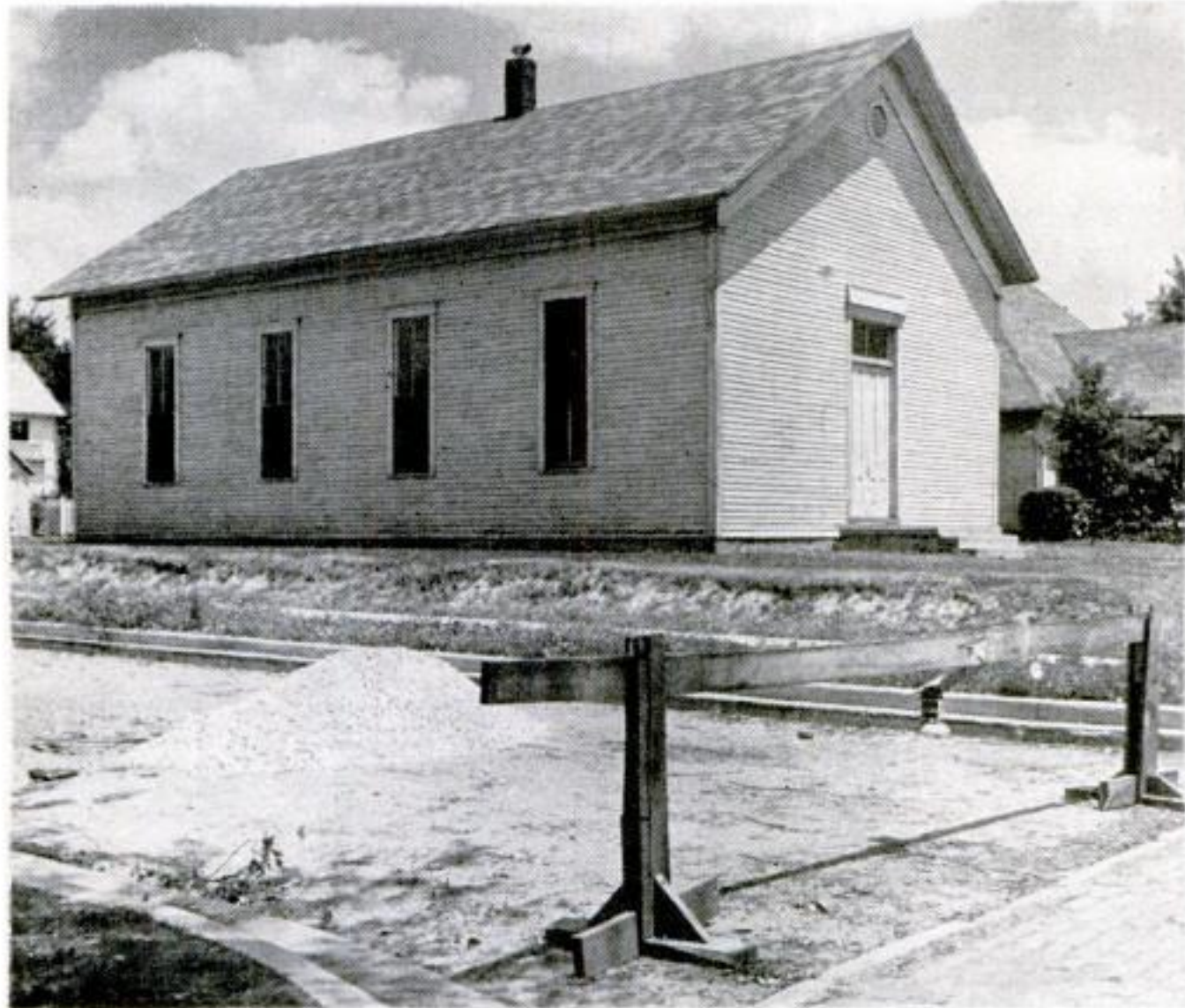
Three Townsend clubs flourish in Elwood. Club No. 3 (above) claims 2,000 members, mostly under 50, is planning to start a junior division for members 18 to 25. Politically potent, the club has enrolled Mayor George Bonham (front row, center).



"Doc" Hinshaw, Elwood's second-richest businessman, has run a drugstore since 1905, still does more business than nearby Liggett's and Walgreen's. President of the Elwood Industrial Bureau, he thinks Willkie's election will make a boom.



The Methodist Church is Elwood's most imposing building. Built in 1899, it replaced a "perfectly good" brick church that was torn down when folks thought Elwood was going to reach 50,000 population. It is too big for congregation (650) now.



The Episcopal Church was Elwood's least fashionable one but Wendell Willkie quit the Methodists at 17 to join it because the Welsh girl he was in love with was a member. The church (above) now houses the local congregation of Jehovah's Witnesses.



Elwood's handsomest house belongs to Mrs. Fay Leeson Houston of the store-owning Leeson family. She is Elwood's closest approach to a social dictator. She says: "I never would have gotten through geometry if it hadn't been for Wendell."

CONTINUED ON NEXT PAGE

New 1½-Ton Dodge Job-Rated Tank Truck on Refueling Job.

"Our analysis of cost records resulted in our decision to change our equipment to Dodge."

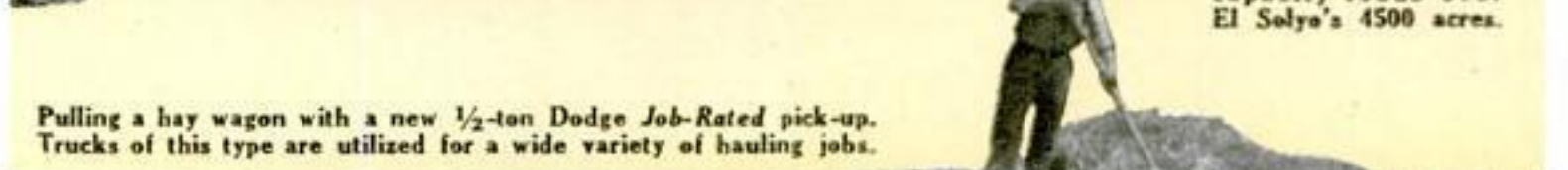
ROY M. PIKE
Gen'l Manager El Solyo Ranch, Modesto, Calif.

California's Famous
4500 Acre

EL SOLYO RANCH NOW DEPENDS ON 18 DODGE *Job-Rated* TRUCKS

IN 1937 and again in 1939, El Solyo Ranch placed a Dodge truck in side-by-side service with trucks of several other makes. Careful cost and performance records were kept. As a result, El Solyo bought 18 new Dodge *Job-Rated* trucks. You, too, can save money with trucks that fit *YOUR* job! Ask your Dodge dealer to show you the right Dodge *Job-Rated* truck to fit *YOUR* job! Also ask him about easy budget terms.

DODGE DIVISION, CHRYSLER CORPORATION, DETROIT, MICHIGAN



Priced with the
Lowest for
Every Capacity

SEE YOUR
Dodge Dealer
FOR A
GOOD DEAL

DEPEND ON DODGE
Job-Rated TRUCKS

3-2-1½-1-¾-½-TON CAPACITIES...106 STANDARD CHASSIS AND BODY MODELS ON 17 WHEELBASES

Job-Rated MEANS: A TRUCK THAT FITS YOUR JOB!



THAT HELPS EXPLAIN

Why Sealright Containers mean Better Protected Ice Cream



She Gets Paid to Be Critical! She's one of Sealright's many trained supervisors who help make certain that Sealright Containers are cleaner containers which give ice cream better protection. Manufactured under rigid sanitary control, as illustrated by the pictures below, Sealright Containers for ice cream, cottage cheese and other foods are easily identified by the Sealright Emblem on the cover.



To Keep Ice Cream Pure, millions of Sealright Containers are made daily under rules of rigid cleanliness. White clad workers, gleaming machines, everything immaculate.



Wash Your Hands Every Hour is a law at Sealright. Numerous foot-operated washstands, in every Sealright manufacturing department, help workers obey the law.



For Your Protection, every step in the manufacture of Sealright Containers proceeds under strict laboratory supervision. Constant tests insure true sanitation.



Eat More Ice Cream! Patronize dealers and manufacturers who give you Sealright Sanitary Service. They're easy to identify—by the Sealright Emblem on the container cover.



Entire contents of this advertisement copyright, 1940, by Sealright Co., Inc., Fulton, N. Y., Kansas City, Kan., Los Angeles, Calif., Peterborough, Ontario, Canada.



Joe Manghelli, vegetable dealer, once hired Wendell Willkie to clean potatoes for him. He thinks the chain stores and monopolies have ruined his business, says: "I like Wendell but I don't like his politics. He's for Wall Street and all those fellas."



Arthur Shaw, 21, works on a farm 12 hours a day, 6½ days a week, for \$12 a week. "I couldn't mention more than two or three in my high-school class who have steady work like I have," he says. "Vote for Willkie? Might not be such a bad idea."

Coty Informal fragrance

BRINGS LIFE TO YOUR CHARM ... CHARM TO YOUR LIFE!

Looking cool and exquisite is partly a matter of feeling cool and exquisite. Cultivate the lovely habit of using a Coty "informal fragrance"—often. Coty makes Toilet Waters that are exceptionally lasting and rich. Though keyed to summer in crisp, tonic freshness—each Toilet Water breathes the charm and thrill of real Coty essences. Yet prices are so low, that you can use Coty Eau de Toilette lavishly ... a dozen times a day!



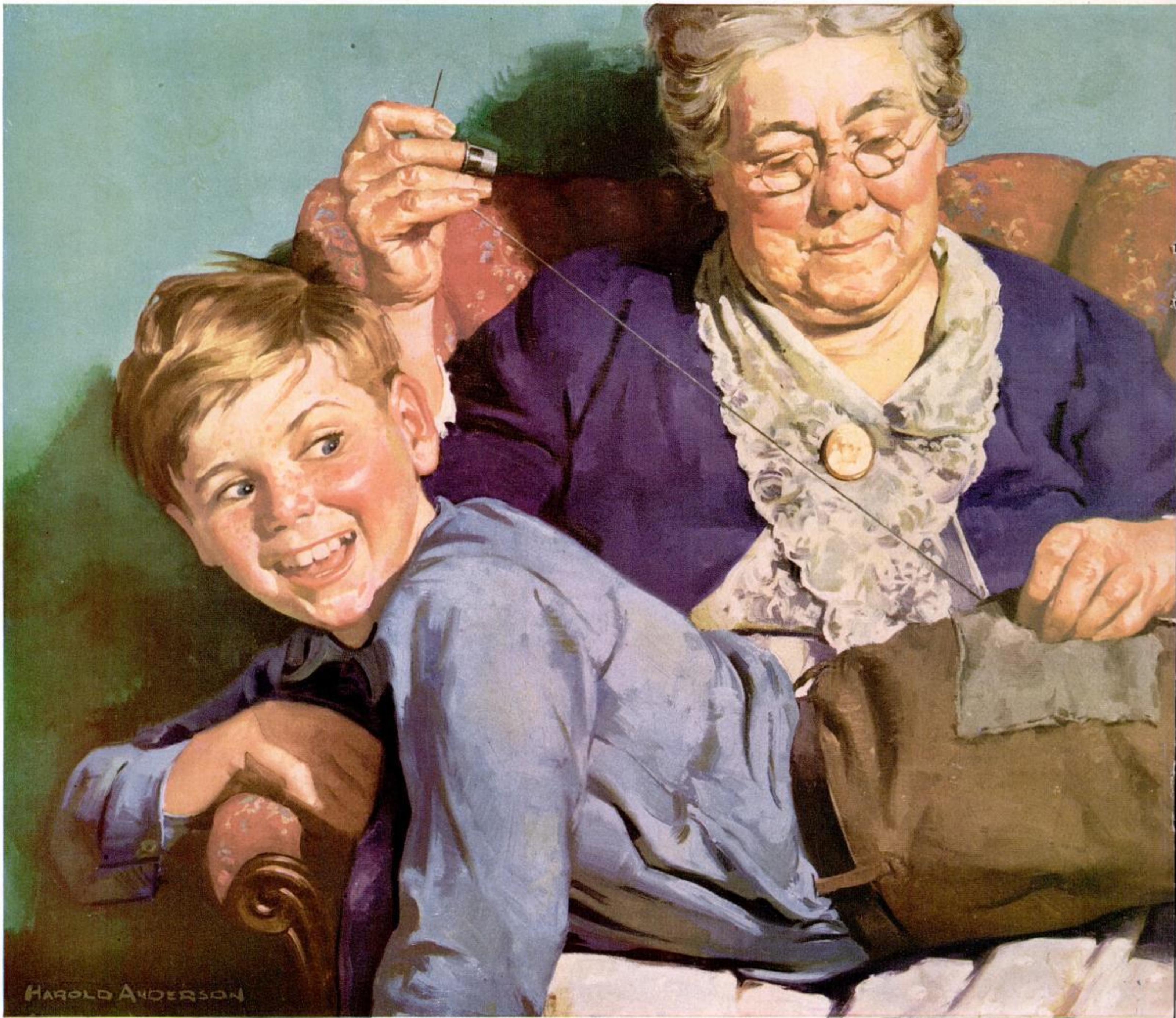
ASK FOR COTY "EAU DE TOILETTE" the "Informal Fragrance" version of famed Coty Perfumes. A choice of money-saving Economy Sizes—

- L'AIMANT EAU DE TOILETTE
- Standard Size—\$1.00 • Double Size—\$1.75 • Economy Size—\$2.95
- At same prices: L'Origan, Emeraude, "Paris", Chypre and Styx.
- With atomizer 25¢ extra.

For traveling, and for gifts, Coty presents Eau de Toilette and Coty Talc, in smart grained cases of matching color ... \$2.25.

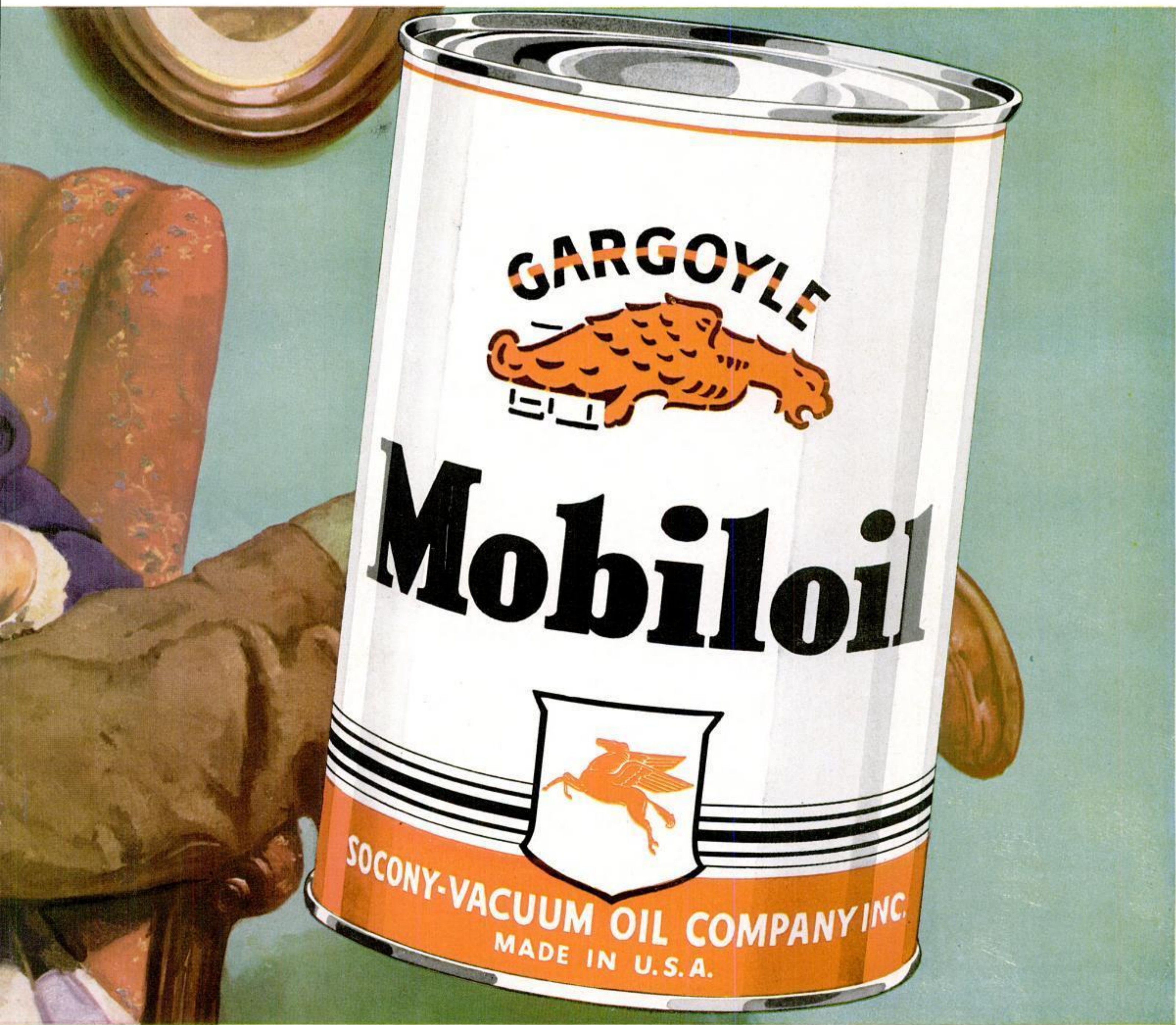


Extra Protection



And that's only part of Mobiloil's "Balanced Protection"!
It not only guards against wear...but resists carbon,
sludge, "oil drag"; helps keep your piston rings clean.
Better change to Mobiloil—teammate of Mobilgas—today!

n against **W**ear



GET RIGHT TO THE "SEAT" of engine trouble with tough, dependable protection! Where precision-fitted engine parts race and churn... *that's where Mobiloil works best!*

It stands up under heats as high as 400° F....resists pressures in clearances less than half the thickness of a cigarette paper.

Here's the point! An oil with only one or two good qualities can't take this terrific punishment. But Mobiloil is *made* to! It has *all four* good motor oil qualities...retards wear...won't thin out dangerously...even helps you save money on gasoline!

SOCONY-VACUUM OIL COMPANY, INCORPORATED
AND AFFILIATES—Magnolia Petroleum Co.—General Petroleum Corp. of Calif.

HERE'S WHY MOBIL OIL GIVES YOU

Balanced Protection

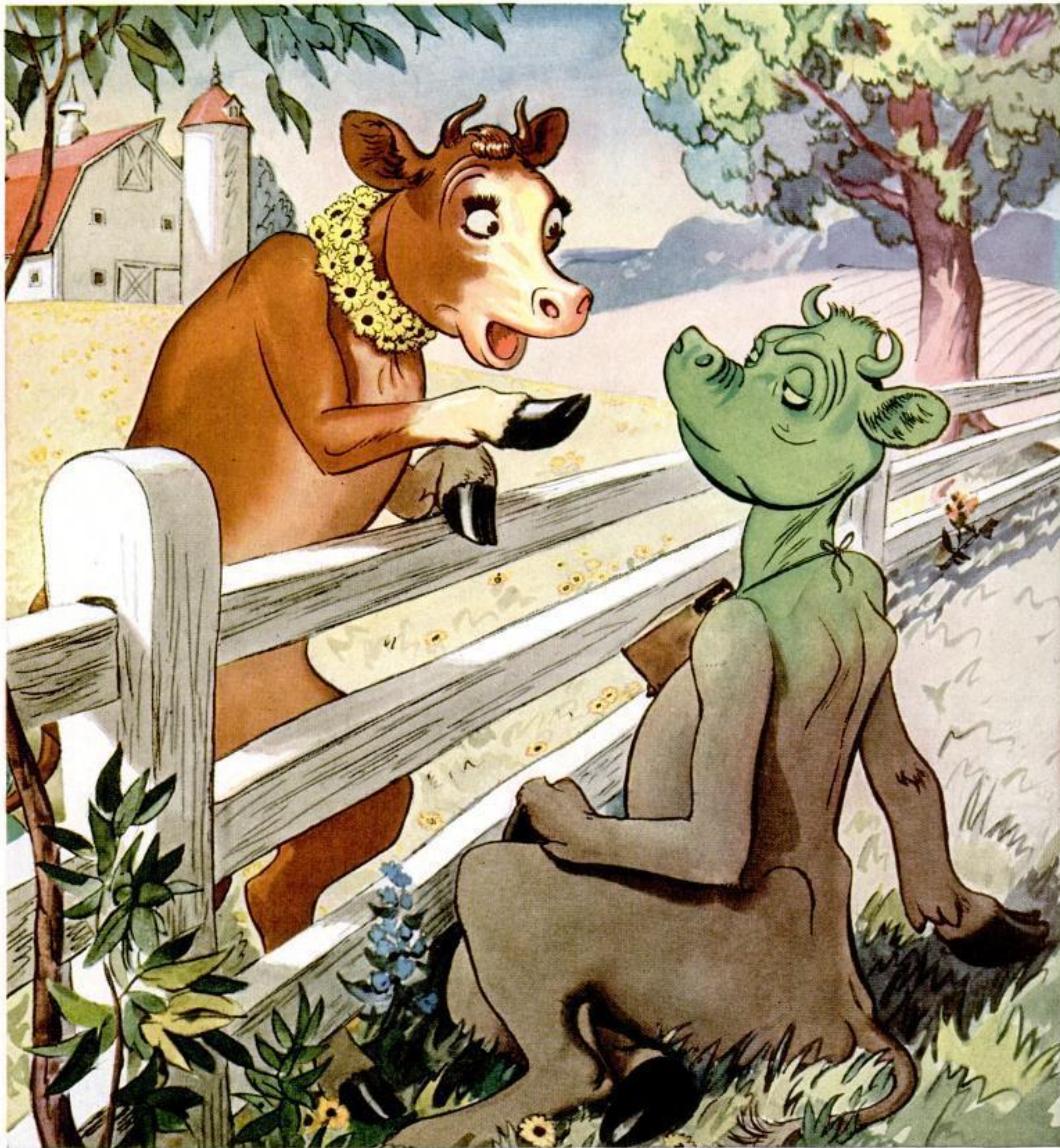
1. Retards wear. Flows fast at starting temperature—resists dangerous thinning under heat—coats friction surfaces with a tough oil film.

2. Resists formation of sludge. Mobiloil is distilled, refined, dewaxed, and filtered—purged of

sludging, clogging impurities.

3. Reduces "oil drag." Guards against sluggish engine performance—helps you save on gasoline.

4. Resists carbon formation, valve burning and "pinging" because unstable elements have been removed from the oil.



"Look," said Elsie, "you're turning green!"

"YES," SAID ABIGAIL, the cow on the other side of the fence, "I am turning green. What of it?"

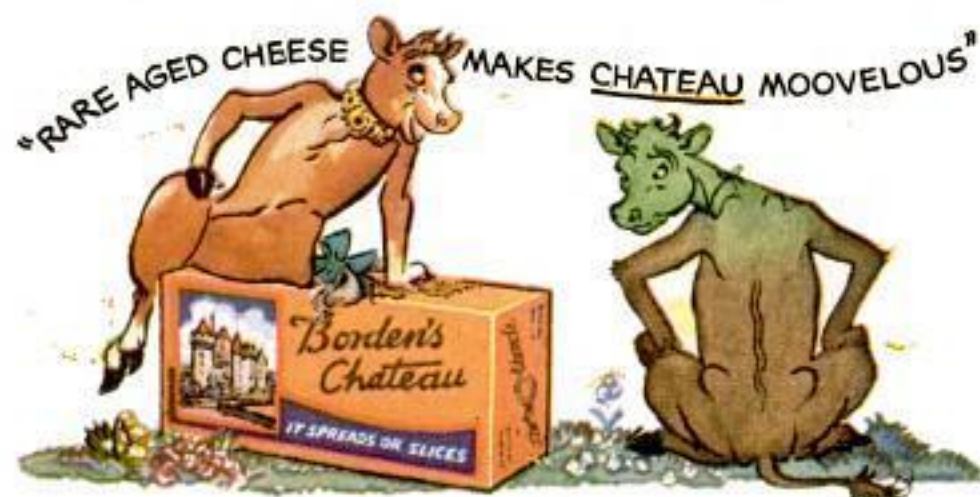
"Well—er—" stammered Elsie, the Borden cow. "Isn't it a bit unusual?"

"Not at all," Abigail replied. "I often turn green when I'm jealous. It's what people call turning green with envy."

"What are you envious of?" inquired Elsie.

"You," said Abigail. "I'm envious of the clean, tidy barn you live in. I'm jealous of the way that young veterinarian checks up on your health. And I do wish someone was as careful about the purity of my milk as all those Borden folks are of yours."

"They might be," said Elsie rather tactlessly, "if your milk went into as many important products as mine."



"Like what?" snapped Abigail, for every cow has her pride.

"Oh, like cheese," said Elsie. "Chateau, Borden's celebrated cheese food, is made from my rich milk, you know. It's delicious—a secret blend combined with rare, old, aged cheese. And though others have tried hard to imitate its flavor, they haven't got anywhere."

"I never got anywhere, either," sighed Abigail, "not even as far as the village store."

"That's a shame," sympathized Elsie. "If you had, you'd have seen, incidentally, two of my famous *canned* products on the shelf."

"What are they?" Abigail asked.

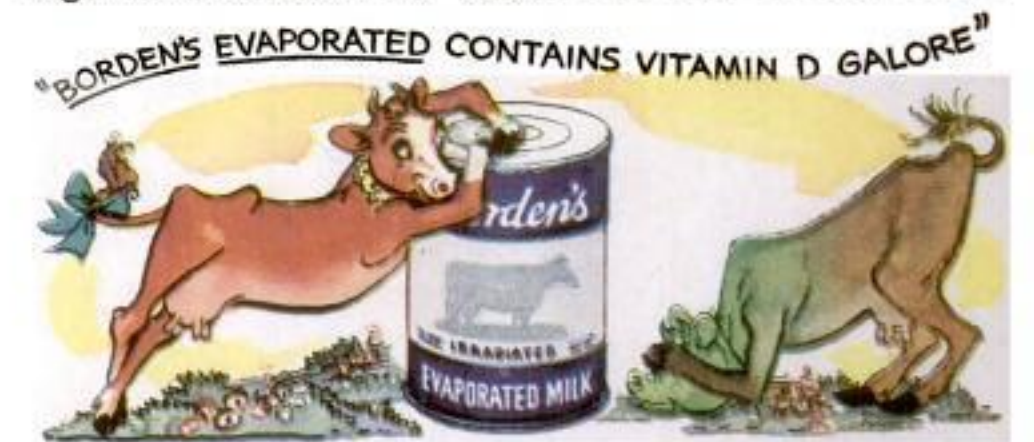
"One is Borden's Eagle Brand Sweetened Condensed Milk," Elsie replied. "Cooks who know their cookies



always make them with Eagle Brand. It's magic for candies and cake frostings, too."

Abigail turned a deeper shade of green, about the color of a well-dressed bull frog, as Elsie continued:

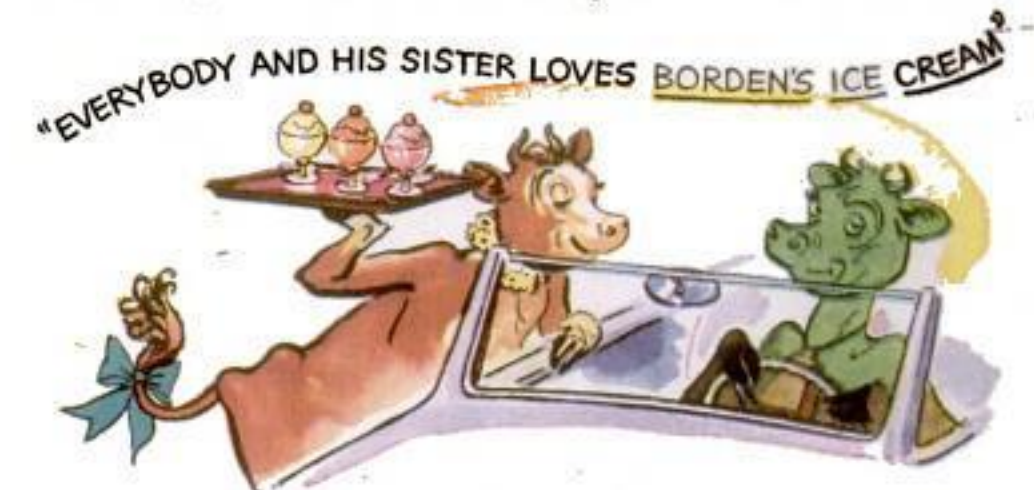
"And my Borden's Irradiated Evaporated Milk is so digestible and rich in Vitamin D that doctors often



recommend it for infant formulas. It also makes casserole dishes and whipped potatoes fit for a gourmet."

Abigail, now green as a traffic light, said: "You've almost got me licking my chops."

"I will have you licking them," declared Elsie, "when you hear about Borden's Ice Cream. It's the smoothest, creamiest, most delicious thing that ever melted on



your tongue. Wise men have been known to write poems about it."

"William Wordsworth, if I remember my poets," smiled Abigail, "said that he could write a poem even about glue."

"Indeed, he might have," Elsie countered, "if he had known about Borden's Casco Glue. It's made out of casein extracted from my milk. It's such good glue that you can use it for the heaviest jobs or for delicate work on things like ship models."



"And I suppose because it never comes unstuck, you're terribly stuck up about it," laughed Abigail.

"I am proud of it," said Elsie. "I'm proud of everything Borden's make...it's so good. We sure live up to our motto."

"What motto?" asked Abigail.

"That one," cried Elsie, pointing to a big sign painted on the barn... "if it's Borden's, it's GOT to be good!"

See Elsie in her Cow Boudoir at the Borden Building, New York World's Fair.



COPYRIGHT 1940 THE BORDEN COMPANY

TRUCK TECHNIQUE HELPS BOOM PIANO SALES IN FARM AREAS



TRUCKS ARE SALESROOMS

Piano dealers, a notoriously lugubrious lot, were reported actually smiling at the Music Trades Convention which met in Chicago fortnight ago. Reason for their high spirits is the fact that piano sales, which have been climbing slowly since 1933, reached an all-time high for the first six months of 1940.

In the late 1920's and the early 1930's, radio was blamed for killing consumer interest in pianos. Now radio, because it has increased music-appreciation among the masses, is credited with stimulating piano sales. Other factors that have injected new life into the piano business are: 1) improved merchandise for less money, 2) widespread music-appreciation courses in public schools, 3) new approach to teaching which aims not to produce concert pianists but simply to enable one to get the fullest musical experience out of the instrument in proportion to the effort one is willing to expend.

To find out what manner of people are the 100,000 or more purchasers of pianos this year, LIFE sent a photographer to the Jenkins Music Company in Kansas City, Mo. This company, with nine branch stores spread over Missouri, Kansas, Arkansas, Oklahoma and Texas, sells more than \$1,000,000 worth of pianos a year.

One of their most successful selling schemes is a "truck operation" shown on this page. About twice a week a Jenkins truck, several pianos and a salesman go cruising around the nearby farm territory. At a likely farmhouse it stops and the salesman lures the farmer's daughter into the truck to try out one of his pretty pianos. He then talks the prospect into moving the piano into the farmhouse "to see how it looks." Once inside, it seldom comes out again. For other recent purchasers of pianos from Jenkins, turn the page.



"Let's try it in the house," suggests Salesman Sheffield. After this operation the rest of the sale is a cinch. This \$255 piano has now found a permanent home.



MUSIC

"That's one of those new consoles," says Salesman Sheffield to Ann Williams, the 16-year-old daughter of Farmer Williams. Getting Ann into

the truck is the first sales step. Since Ann can play slightly, the salesman need do little demonstrating. He lets the instrument do its own selling.



"Daddy, can we buy a piano?" asks Ann who has gone out to field to see her father. "I'd just like to leave that piano here awhile," says the sales-

man. "No obligation." It won't be long before the piano is in the Williams' parlor (below). Mrs. Williams signs a contract, makes a down payment.



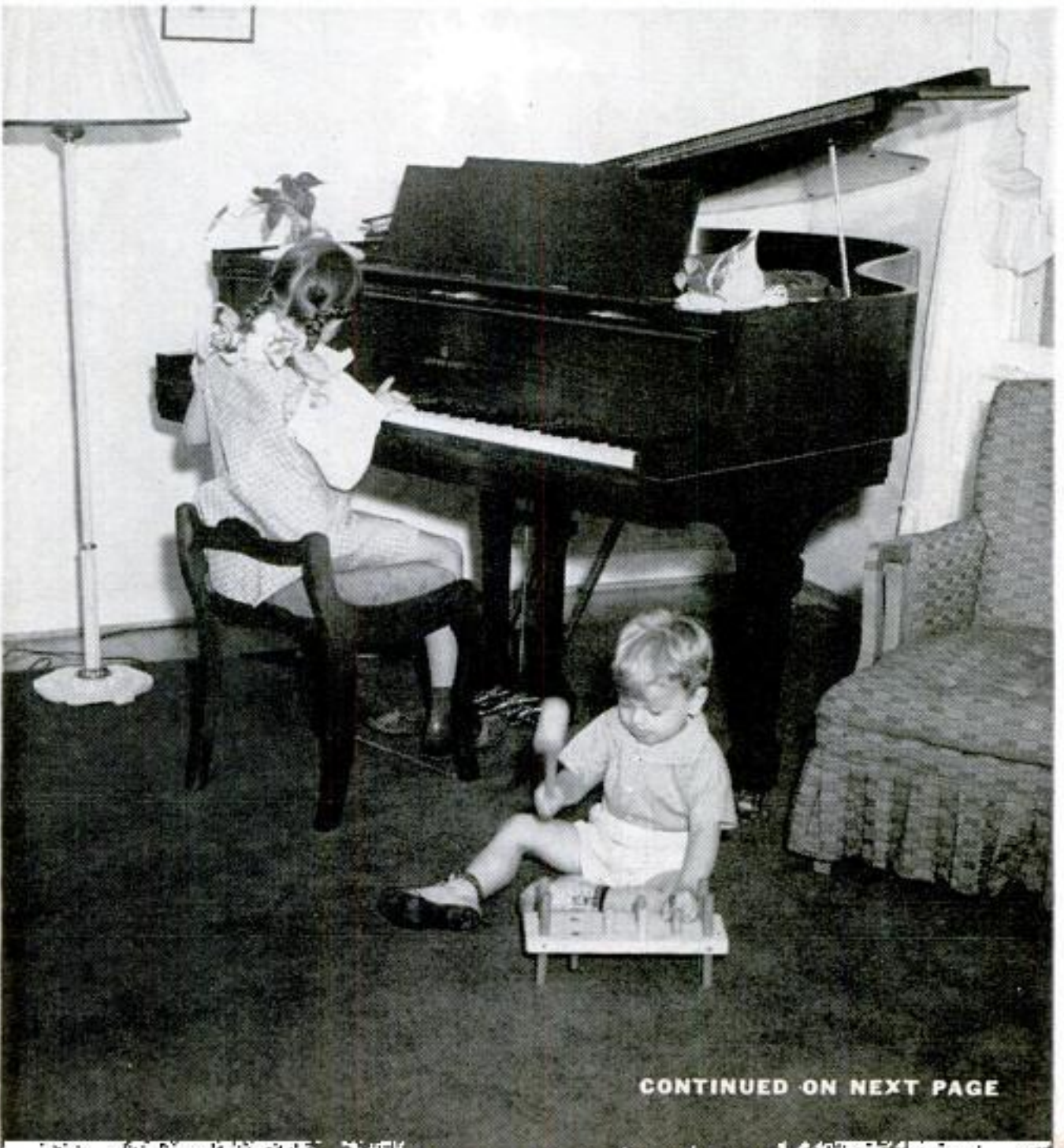




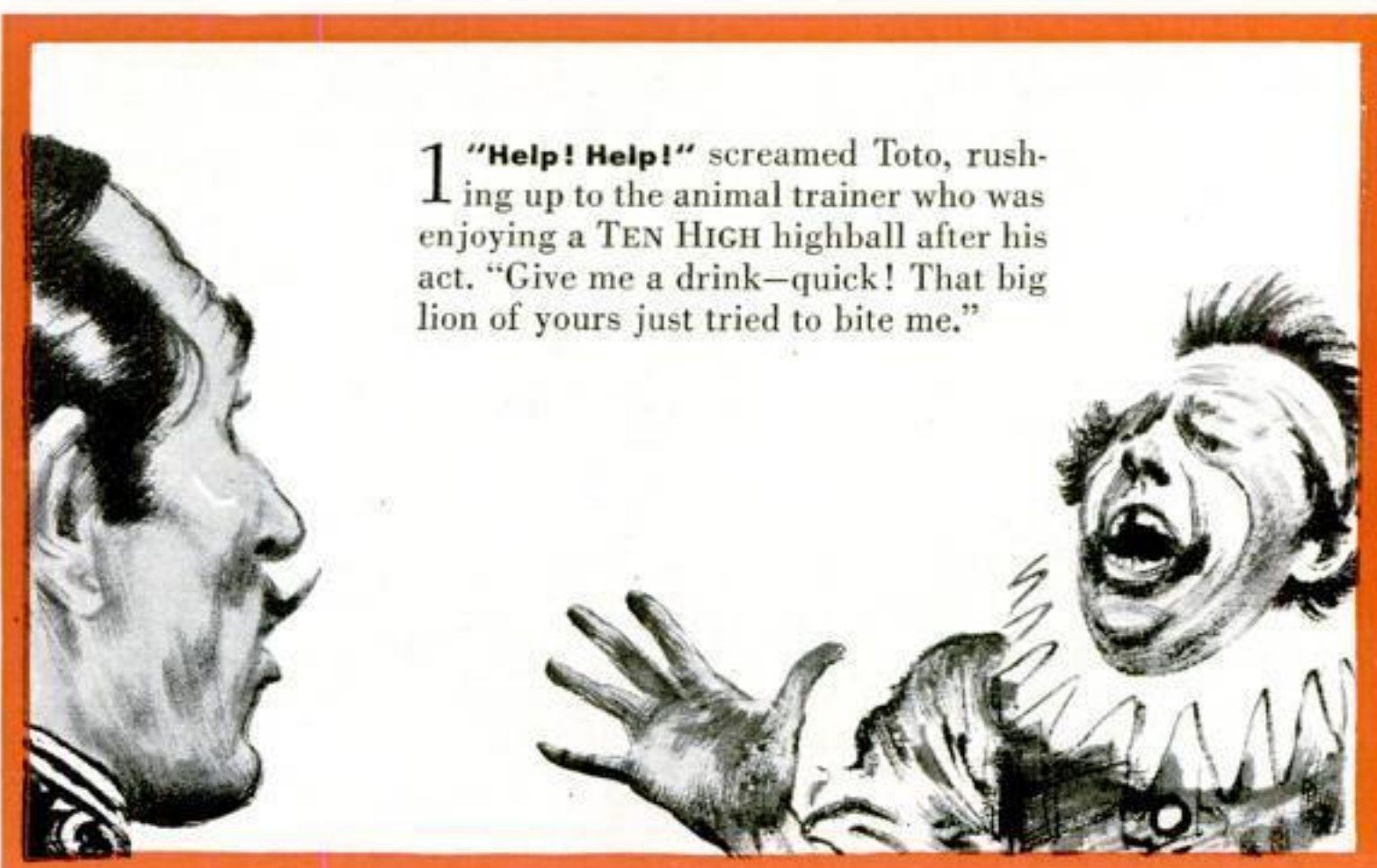
Free lessons for children (opposite page) and adults (below) is the bait that makes purchasers of many piano prospects. Beginners are now taught to play simple tunes and chords instead of the monotonous scales and finger exercises that so discouraged yesteryear's children. In game above children learn their notes with marble game.



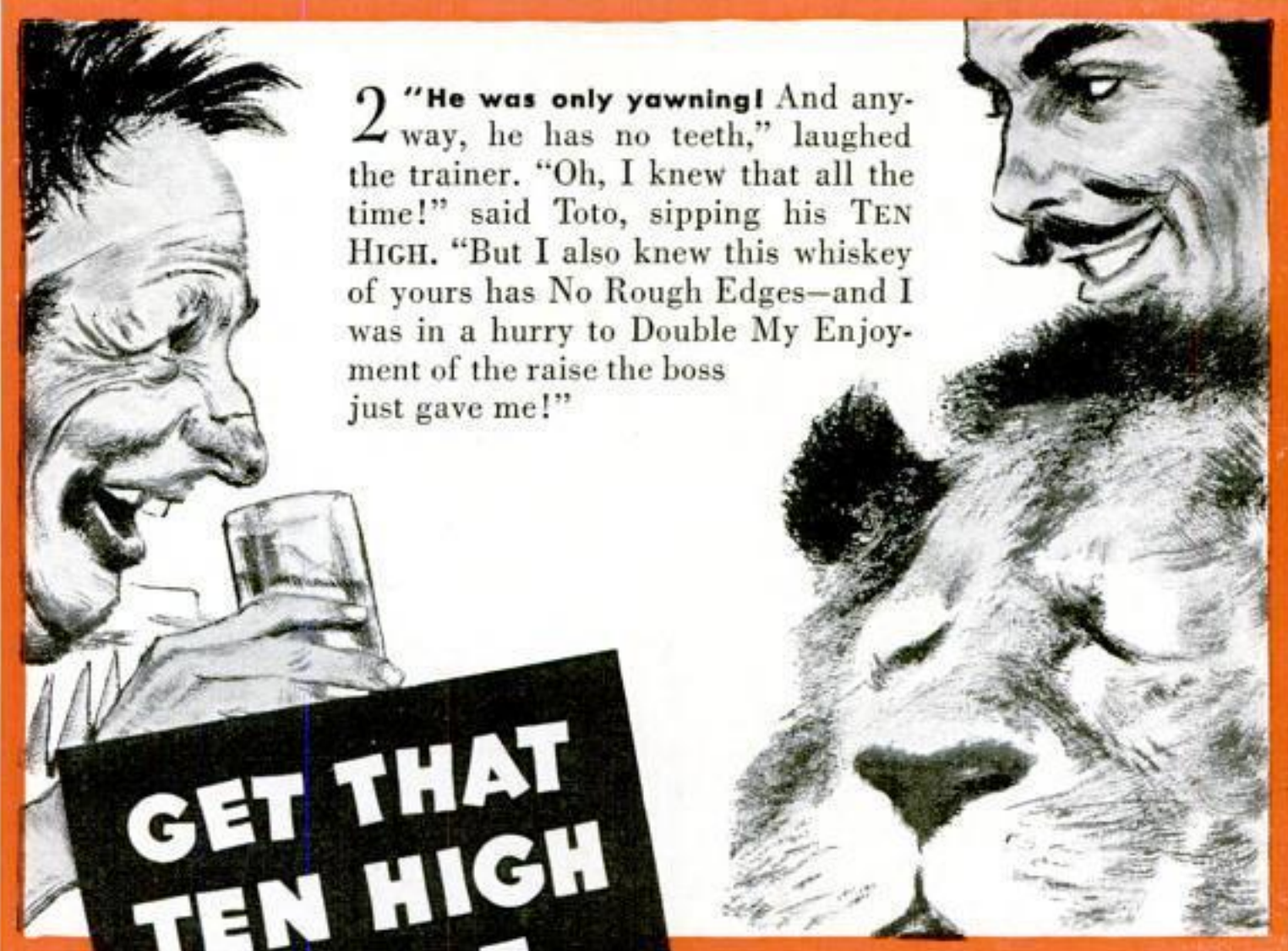
Family's delight is this new grand piano (below) bought by Dr. Charles E. Nickson Jr. of Independence, Mo. Dr. Nickson, Mrs. Nickson and Janice, 7, all play well. Two-year-old Bobby has become so conditioned to music that he hammers his toy in time to Janice's playing, marches or dances when Dad or Mother plays.



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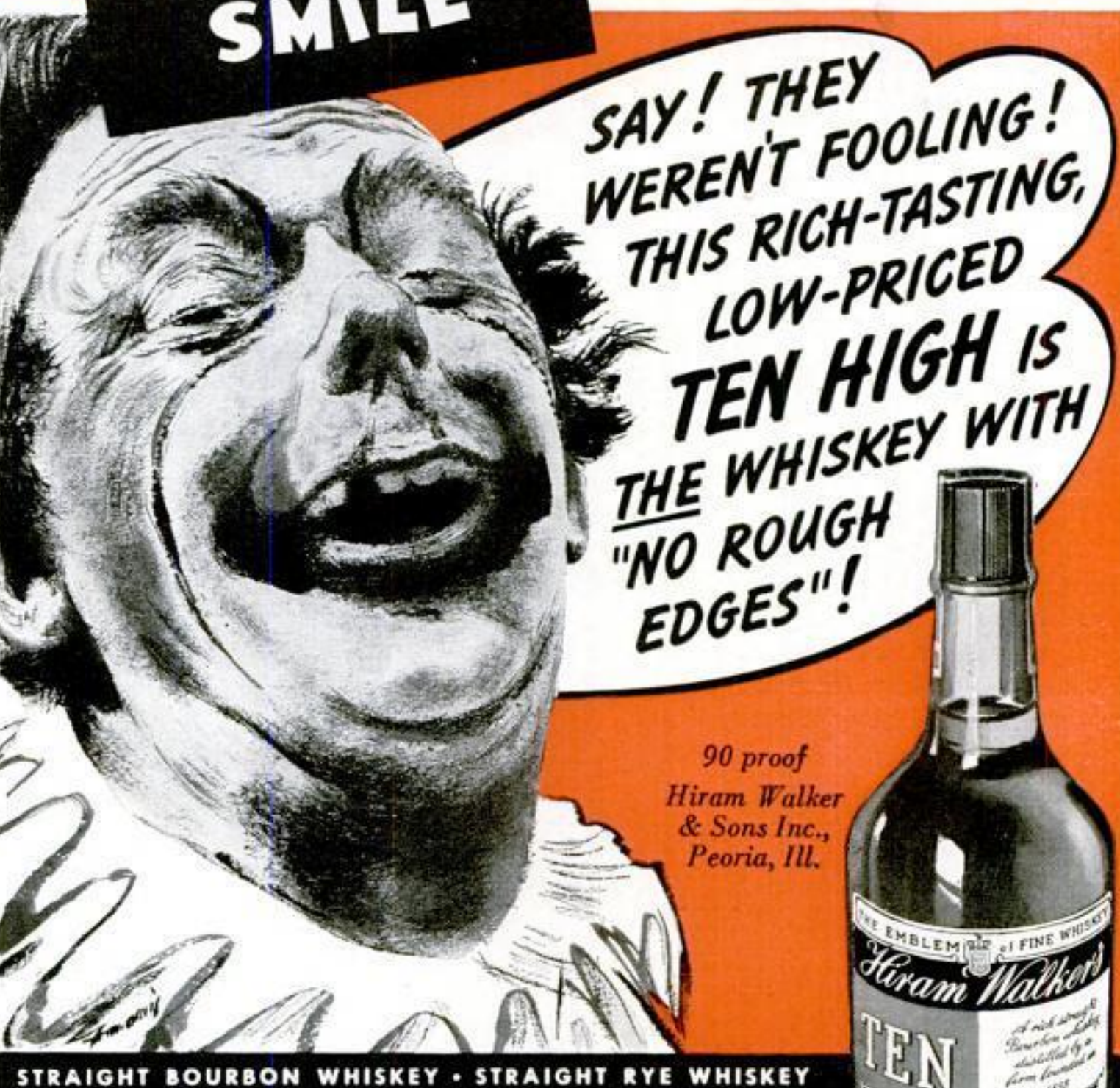


1 "Help! Help!" screamed Toto, rushing up to the animal trainer who was enjoying a TEN HIGH highball after his act. "Give me a drink—quick! That big lion of yours just tried to bite me."



2 "He was only yawning! And anyway, he has no teeth," laughed the trainer. "Oh, I knew that all the time!" said Toto, sipping his TEN HIGH. "But I also knew this whiskey of yours has No Rough Edges—and I was in a hurry to Double My Enjoyment of the raise the boss just gave me!"

**GET THAT
TEN HIGH
SMILE**



**SAY! THEY
WEREN'T FOOLING!
THIS RICH-TASTING,
LOW-PRICED
TEN HIGH IS
THE WHISKEY WITH
"NO ROUGH
EDGES"!**

90 proof
Hiram Walker
& Sons Inc.,
Peoria, Ill.

STRAIGHT BOURBON WHISKEY • STRAIGHT RYE WHISKEY

Double your enjoyment with
TEN HIGH

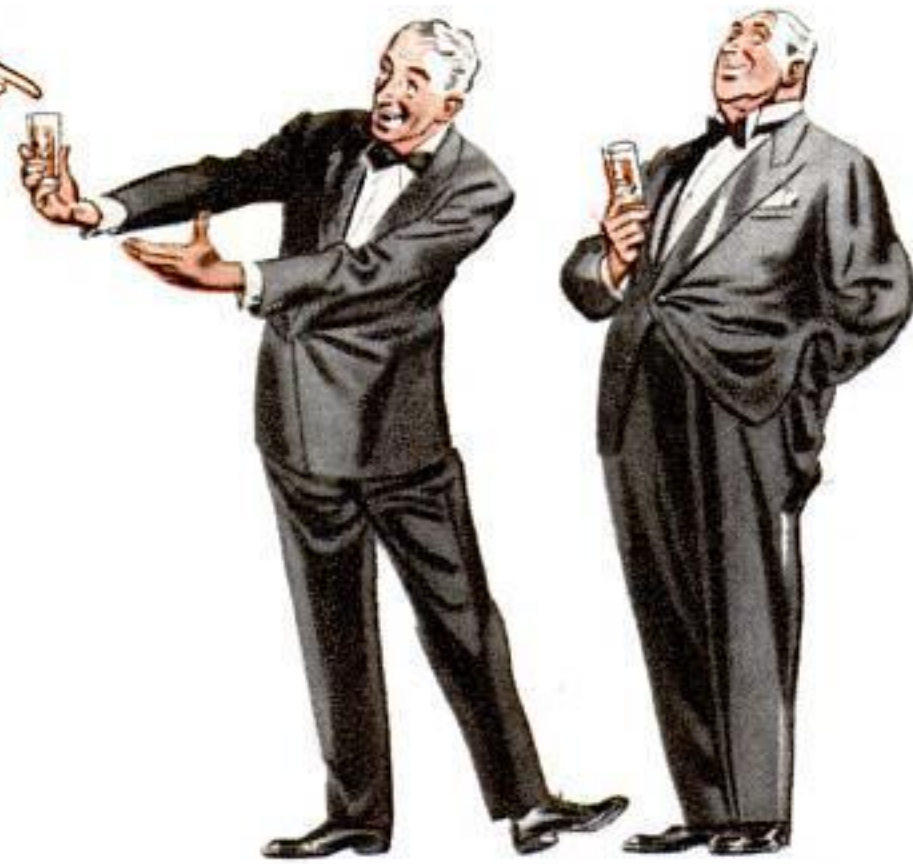


Bill Yesterday



Bill never gave much of a hoot about what brand of whiskey was served him . . . never asked for any by name . . . he liked 'em all pretty well. But—

Bill Today



Bill was at a party today . . . had a Paul Jones highball. "This," said Bill, "is swell! It's dry—not sweet—nice and zesty . . . in fact, it's the best highball I ever had!" So—

Bill Tomorrow



Tomorrow Bill's going to buy some Paul Jones. And will he be surprised! He thinks Paul Jones is expensive! But—in spite of its "expensive" dry tang and rich bouquet, in spite of the fact that it's all whiskey, in spite of the fact that the same Paul Jones used to cost lots more—Bill will find that Paul Jones is now so inexpensive that he'll buy it every time!

TRY
Paul Jones
IT'S **DRY** . . . AND WHAT A BUY!

All whiskey. A blend of straight whiskies—90 proof.



FRANKFORT DISTILLERIES, INC., LOUISVILLE & BALTIMORE

Pianos (continued)



Too big for most houses, therefore a bargain, is this concert grand piano for \$185 bought by Mrs. Earl Taylor for her concrete farmhouse on outskirts of Kansas City. "I'm 40. My husband thinks I'm crazy but I'm learning to play and having fun."



Jalopies, which is the piano trade's name for old-style uprights, sell from \$20 to \$100, account for about 15% of sales. The Mangan family paid \$60 for this jalopy. Grandma, who likes music, hopes Charles, 6, and Billy, 8, will make good use of it.



Custom-made for modern playroom of W. E. Bixby, president of the Kansas City Life Insurance Co., is this \$1,100 electronic piano with combined radio and phonograph. Neither Mrs. nor Mr. Bixby (on table) plays. Their friend Mrs. Frick does.



New grand piano, costing \$425, adds to the elegance of the furnishings in the mansion recently acquired by J. H. Edwards, Kansas City realtor. Piano is used for guests' entertainment after lectures on real estate on frequent "open house" evenings.



Two grand pianos were bought at one time by W. H. Sheridan for his daughters. Although Juanita (at left piano) and Marjorie are still in high school, Mr. Sheridan is anticipating the day each gets married, will want to take her piano with her.

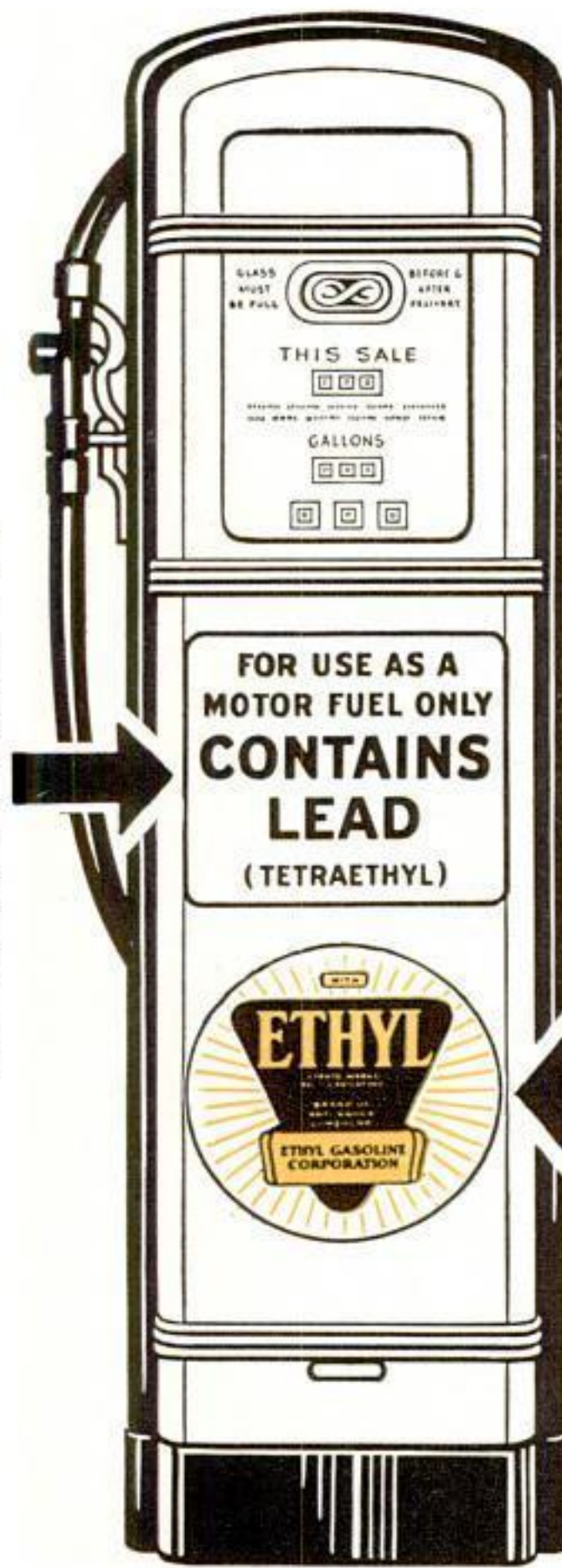


Kansas City police bought a \$110 pianette for their barbershop chord quartet. Rehearsals, with piano, are held in the soundproof rifle range in basement. William Johnson, bass, tallest (6 ft. 8 in.) cop on any force, is also drum major of police band.

Wherever You Go This Summer

LOOK FOR THE SIGNS OF IMPROVED GASOLINE

THIS SIGN on a gasoline pump means that lead (tetraethyl), a liquid, has been added to the gasoline to improve its anti-knock quality. "Leaded" gasoline is sold by dealers throughout the United States and Canada. Lead tetraethyl is manufactured by the Ethyl Gasoline Corporation.



THE "ETHYL" EMBLEM on a pump or its globe means that the gasoline contains enough lead (tetraethyl) for highest anti-knock, so that your engine's spark can be advanced closest to the point of maximum power and economy, without "knock" or "ping."

*The better the gas -
the better your car!*

Wherever you go - take
flavor with you



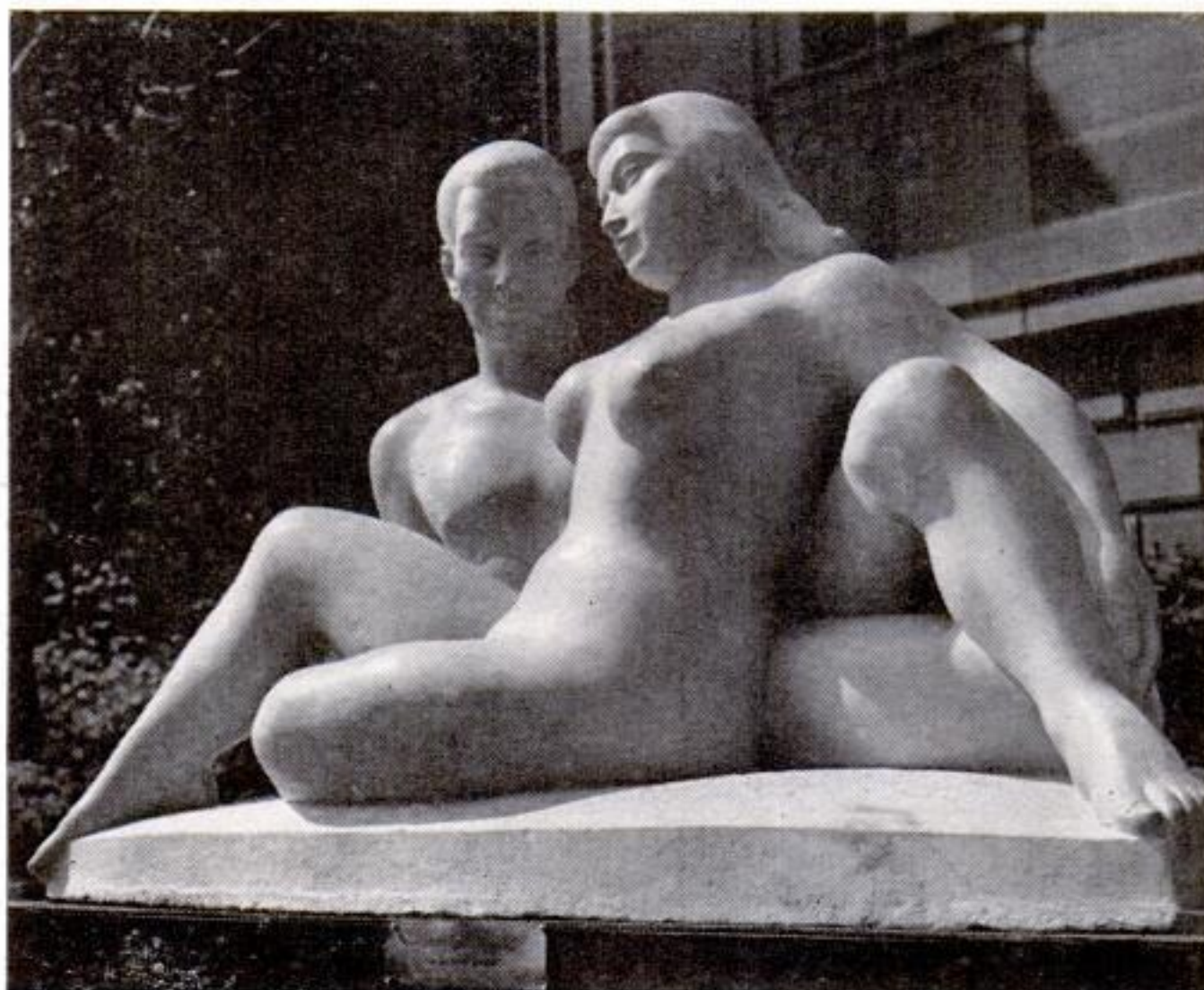
You'll say it's so good so long... for you will enjoy Beech-Nut's tastier flavor a longer time. Why? It's delightfully different. That's because the finest flavors that go into Beech-Nut Gum are mixed through and through. You have your choice of 7 tempting varieties.

Full-flavored Peppermint, Spearmint, Oralgum
 4 flavors of BEECHIES (Candy Coated)
 Peppermint, Spearmint, Pepsin, Cinnamon

HURRY! HURRY! SEE THE N. Y. WORLD'S FAIR

Be sure to visit the Beech-Nut Building. If you drive near the lovely Mohawk Valley of N. Y., stop at Canajoharie and see how Beech-Nut products are made.

ART



"Youth" (LIFE, April 1) is the latest major work by American Sculptor William Zorach. He says figures were unconsciously inspired by his daughter and son-in-law.

NUDES & LOVERS BRIM PHILADELPHIA MUSEUM IN BIGGEST SCULPTURE SHOW

Overflowing the Philadelphia Museum, spilling outdoors onto its front terraces, is the largest loan show of international sculpture ever seen in America. Its 412 items representing contemporary trends in sculpture range from modern abstractions like *Oblivion* (below) to a traditional *Standing Nude* (opposite). Because of world conditions only 30 foreign works are present, all of them sent from collections in this country. But American sculpture, well known and less well known, is handsomely represented. Show is on until Oct. 1, admission is free.

Like Philadelphia's first big sculpture exhibit (1933), this second show was organized by Fairmount Park Art Association with a \$650,000 fund provided by Ellen Samuel, a Philadelphia artist. Her bequest specified that Philadelphia's Fairmount Park be decorated with 18 statues "emblematic of the history of America." From the 1933 show six exhibitors were chosen to produce such statues as *The Ploughman* and *The Slave*.

From current show six sculptors will be picked to make such figures as *Social Consciousness* and *The Laborer*. For shaping U. S. history in stone and metal, they will earn \$5,000-\$16,000 each.



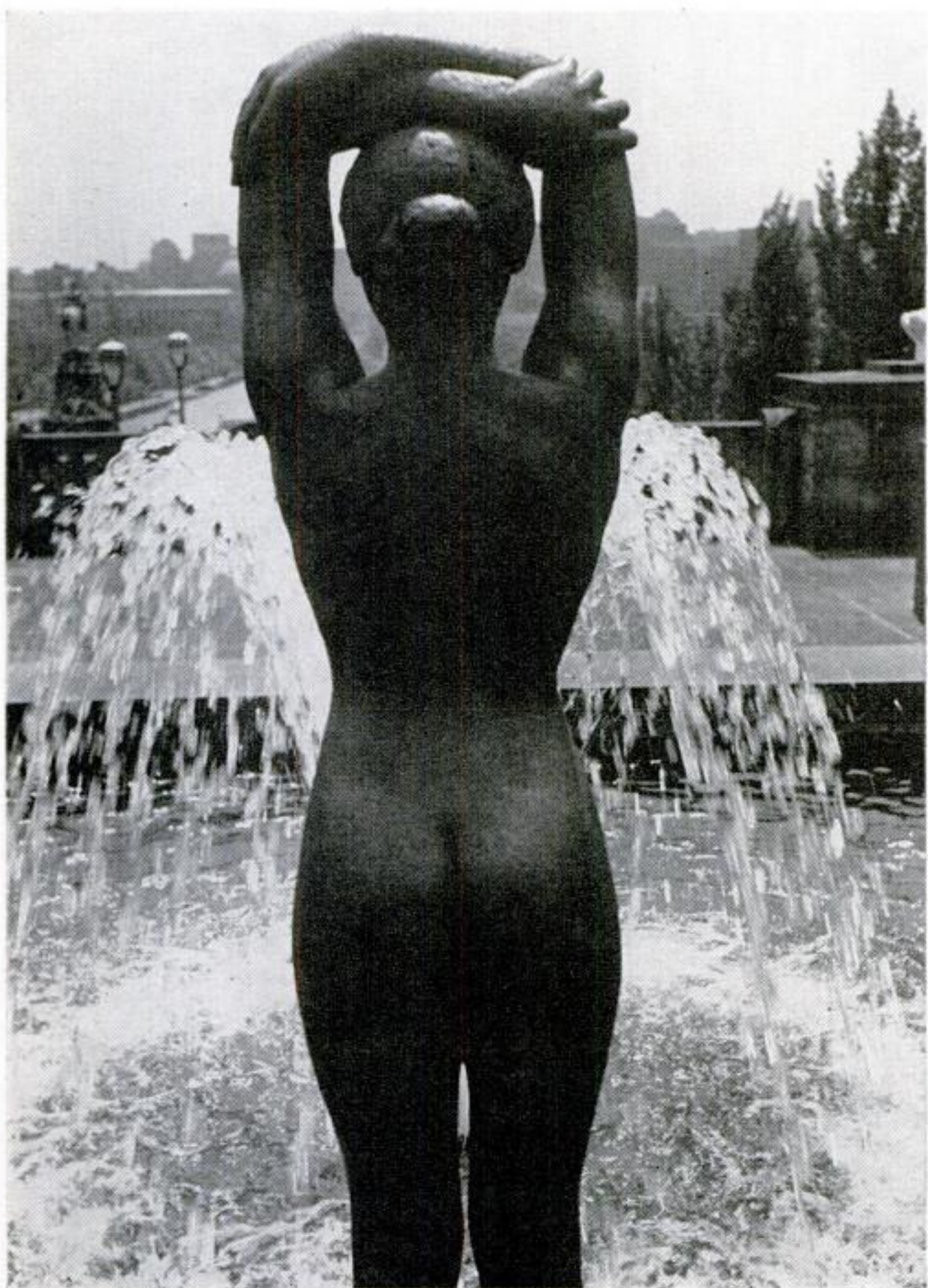
"Oblivion" by Wharton Esherick suggests two figures submerged in each other.



"Harlem Dancers" were carved in Tennessee marble by Margaret Brassler Kane.



"Madonna," carved in walnut by Wynne Byard Taylor of Bryn Mawr, Pa., is a successful combination of stylized forms and enjoyable realism. It is 30 in. high.



"Standing Nude," cast in bronze by Harold Cash, faces a fountain on the front terrace of the Philadelphia Museum of Art and looks out over the midtown skyline.

SCHENLEY'S
*Cream of
Kentucky*

THE "Double-Rich" BOURBON



Enjoy a Frosty "Double-Rich"
MINT JULEP

These are the days you'll relish Kentucky's most famous drink, made with Kentucky's most famous whiskey... largest selling straight Bourbon whiskey in the world... Cream of Kentucky!

HERE'S HOW!

In bowl, crush fresh mint covered with powdered sugar and just enough water to melt it. Half-fill glass with shaved ice. Add mint; then fill with ice. Pour Cream of Kentucky to top. Stir till frosted. Garnish with mint, sprinkle with sugar... Serve!



90 proof. Copr. 1940, Schenley Distillers Corp., N. Y. C.



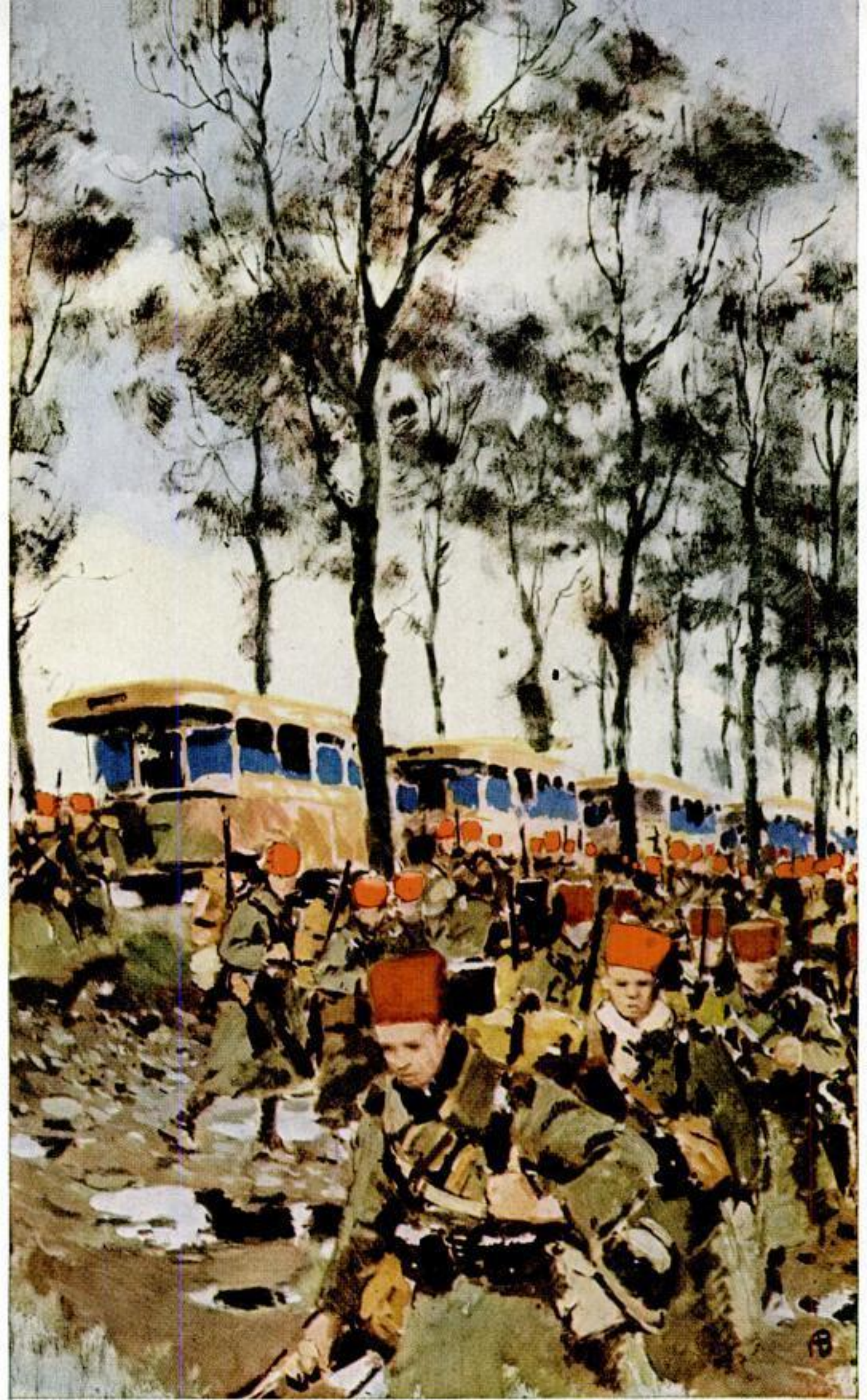
THIS SHOT OF DUNKERQUE RANKS AS GREAT WAR ART

ON June 1 a British soldier at Dunkerque stood on an improvised pier of lorries driven into the sea and shot these troops making their historic escape. It is one of the rare photographs that is more expressive than most paintings, tops the fine work of

Frenchman Albert Brenet and British war artists on the next pages. As painters, their job was to heighten and interpret reality. But this perfectly composed picture of men's faces gives you something even more impressive: the straight reality of Dunkerque itself.



British airplanes attack German Junkers-52 which have just started to land troops at gray dawn in a Dutch airport. The Germans scurry for safety beneath their camouflaged planes.



French infantry from Senegal arrive at western front by autobuses which stand above on the tree-lined road. In action soldiers change red fezzes for more practical trench helmets.

The rites of spring are observed in a curious manner by these French motorized troops who lumber through blossoming orchards of Belgium with light two-man tanks. The turret man

above guides tank while the gunner inside deals with enemy. Little tanks like these rushed across Belgium to meet the German attack near Liège on the sunny morning of May 11.

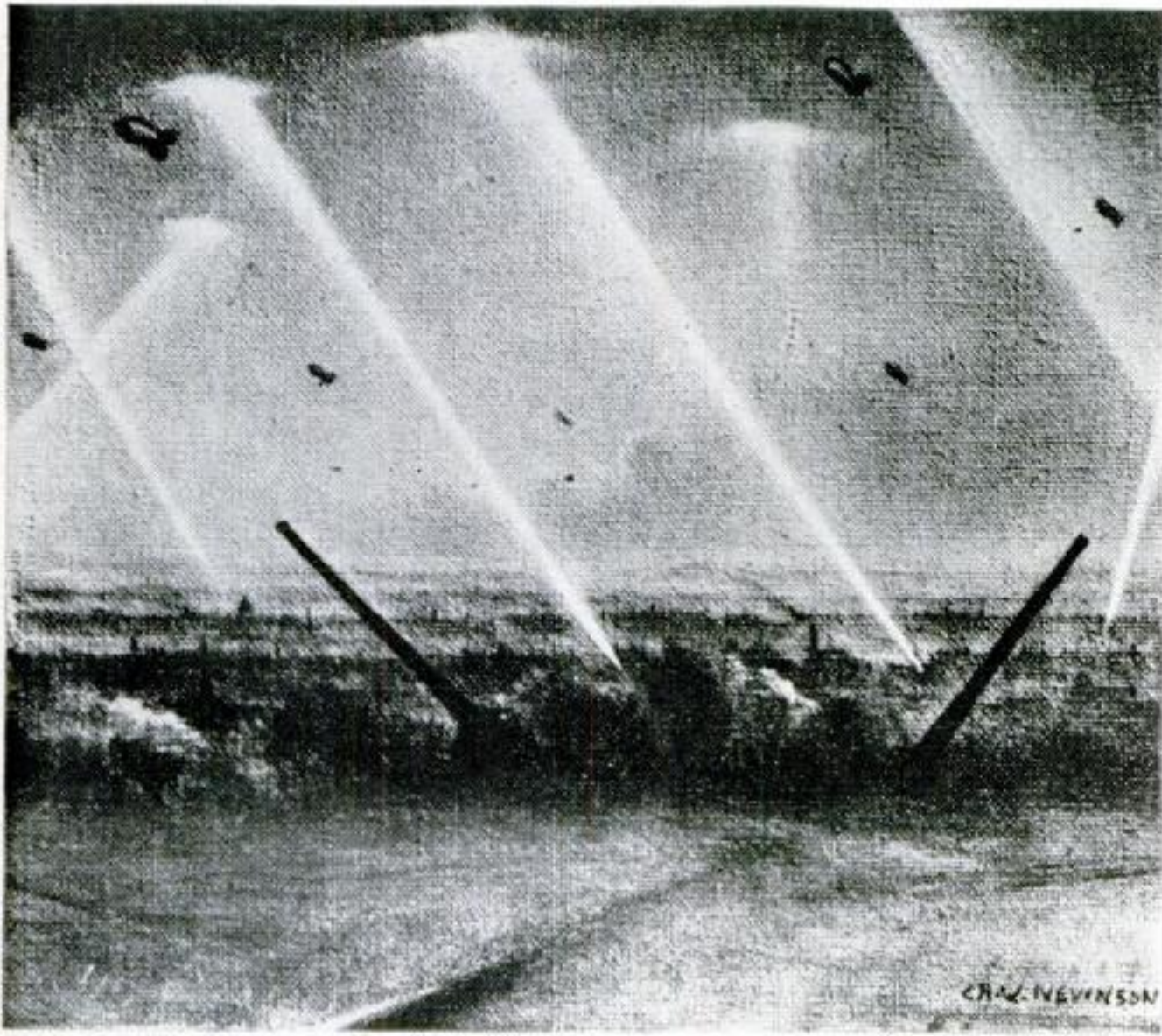




Refugees are strafed by three German Heinkel bombers as they evacuate their villages in northern France. Germans

claim strafing was necessary because slow-moving women and children clogged roads which had to be cleared for ad-

vancing German troops. Artist Brenet himself trekked with these refugees to make firsthand sketches for this painting.



"Suburbia, 1939," showing how peaceful English suburbs are transformed by war, is by British Artist C. R. W. Nevinson, who won fame as great painter of last war.



"Adoration for Heroes" is Henry M. Carr's half-humorous idea of a sailor at home. Like both other paintings here, it hung this spring at the Royal Academy, London.



"The State Apartments, Chatsworth," painted by Edward I. Halliday at Duke of Devonshire's estate, shows how noble homes of England shelter children, refugees.

HOME MOVIE HINTS BY HOLLYWOOD ACES . . .

"Here's how I get fine personal movies,"

says

Frank Borzage

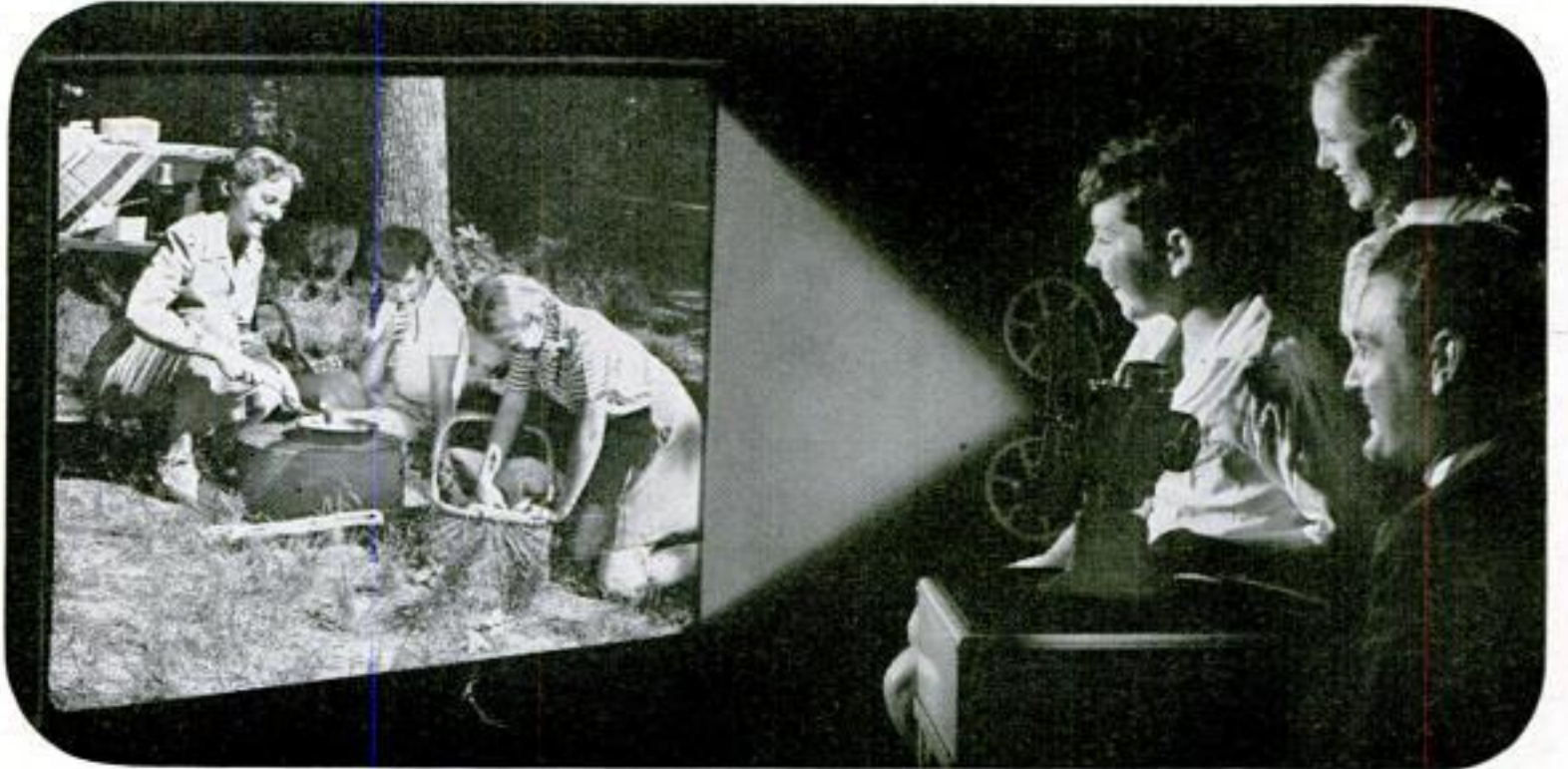
FRANK BORZAGE
DIRECTOR, METRO-GOLDWYN-
MAYER HOLLYWOOD STUDIOS



"THE KEY TO SUCCESS in making good home movies is the same as it is on the set—good equipment. Years of experience with Bell & Howell professional equipment was the reason I chose the quick-loading, palm-size Film 8 for my personal camera—and I like this marvelous little camera better every day. Small enough to carry anywhere—large enough to master any movie opportunity.



"SIMPLE, EASY, SURE—all you do to make good movies with a Film 8 is drop the film into place and press the button—what you see, you get—in black-and-white or full, natural color, indoors or out, even in slow motion. You'll be surprised at the low cost per scene, too. Another thing—your skill won't outgrow a Film 8. It provides the features you are sure to want in your personal camera now or later.



"EVERYONE HAS FUN—when you put on your home movie show with a Film 8 Projector." Pictures are clear, brilliant, flickerless, and can be shown up to six feet wide. Fully gear driven—no belts; 200-ft. capacity.

Film 8

Palm-size 8 mm. camera for making movies at snapshot cost, and full-color movies, too, only \$49.50. As little as \$10 down. For those who prefer 16 mm. film, there's the new Film 8 Auto Load, priced from \$115.

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BELL & HOWELL COMPANY
1841 Larchmont Ave., Chicago, Ill.
Send me all the details about () Film 8 mm. Cameras; () new Film 8 Auto Load 16 mm. Cameras.

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Music world applauds opportunity for *all* to own
and enjoy these superb "Masterworks" Recordings
—produced with all the vast technical and artistic
resources of the Columbia Broadcasting System!



"MY CONGRATULATIONS to Columbia," says Dr. Artur Rodzinski, conductor of The Cleveland Symphony Orchestra. "They have brought great recorded music within the reach of thousands who never before could afford it!"

"COLUMBIA HAS INDEED invited America to partake of a musical feast," writes Igor Stravinsky, world-famous composer and pianist. "I'm happy to tell you of my genuine enthusiasm."

"TO MY MIND," says John Barbirolli, conductor of New York's Philharmonic-Symphony Orchestra, "Columbia's repricing policy is the biggest music news in many years. Columbia has done a great service to American music!"

"EVERY MUSIC LOVER should cheer Columbia's new policy," volunteers Nathan Milstein, famous violinist. "At these low prices it's going to take far less time to build a collection of fine records."

Columbia

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Portals of Fine Music... on "Masterworks" Records!



What this step means to every American . . .

by Leopold Stokowski

Records are of great importance to the musical life of our Nation because through them we can listen to the music that interests us over and over again.

For this reason it is highly desirable to make records available to more lovers of music all over the country, and it is greatly to the credit of Columbia that this is now being done through their foresight and vision.

How Columbia's Amazing New Low Prices Have Been Made Possible:

It has always been a cherished dream of the Columbia Broadcasting System to bring great music within the reach of all. For many years, it has sought to do this by presenting fine orchestras such as the New York Philharmonic over its radio networks.

But Columbia wished to go further and make it possible for all music lovers to have beautiful music forever in their homes—recorded for their perpetual enjoyment.

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All the facilities of the Columbia Broadcasting System were thrown behind this new enterprise. The most modern studios were built—and recording equipment unsurpassed in the world was installed.

And now Columbia is proud to announce the result—the world's finest recordings at prices as much as 50% lower than ever before thought possible.

Remember, these are not cheap imitations of the original Columbia "Masterworks." They actually *last longer*, play with *less surface sound*, and bring you *greater fidelity* than ever before!

Ask your dealer to let you hear the new Columbia "Masterworks" today!

HEAR THESE FAVORITE COLUMBIA "MASTERWORKS" RELEASES

	WERE	NOW
SCHEHERAZADE (Rimsky-Korsakov). The Cleveland Orchestra, Artur Rodzinski, Conductor. Set M-AM-MM 398. Five 12-inch records.	\$10.00	\$5.50
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SYMPHONY NO. 5 IN E MINOR (Tchaikovsky). The Cleveland Orchestra, Artur Rodzinski, Conductor. Set M-AM-MM 406. Five 12-inch records.	\$10.00	\$5.50
SYMPHONY NO. 6 IN F MAJOR ("Pastorale") (Beethoven). Minneapolis Symphony Orchestra, Dimitri Mitropoulos, Conductor. Set M-AM-MM 401. Five 12-inch records.	\$10.00	\$5.50

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- ☆ THE PHILHARMONIC SYMPHONY ORCHESTRA OF NEW YORK
JOHN BARBIROLLI, CONDUCTOR:
SYMPHONY NO. 2 IN D MAJOR (Brahms)
Set M-AM-MM 412. Five 12-inch records. **\$5.50**
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THE ALL-AMERICAN YOUTH ORCHESTRA:
THE STAR SPANGLED BANNER
GOD BLESS AMERICA
10-inch record No. 17204-D **.75**
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| Felix Weingartner | Edward Kilenyi |
| Igor Stravinsky | Bartlett and Robertson |
| Andre Kostelanetz | Robert Casadesu |
| Joseph Szigeti | Emanuel Feuermann |
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| Dimitri Mitropoulos and Minneapolis Symphony Orchestra
Frederick Stock and the Chicago Symphony Orchestra | |



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12-inch Columbia "Masterworks" now **\$1.00**
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"MASTERWORKS" Records

CORPORATION . . . SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM, INC.

SHE DIDN'T MARRY HIM FOR HIS MONEY



IT'S NOT HOW OLD you are, but how young you look that counts! If you'd like to smooth a couple of years off your chin and jowls, get yourself a Barbasol Face. Modern Barbasol is more than kind to your skin. Containing soothing, beneficial oils, it protects against razor irritation while you shave—and leaves your face feeling soft as satin, after you've shaved!



HOW TO SAVE MONEY ON EGGS: Get him a tube of Barbasol, lady; it's the quickest shave in the world. Then he'll surely be able to get downstairs before the eggs are cold and have to be thrown away.

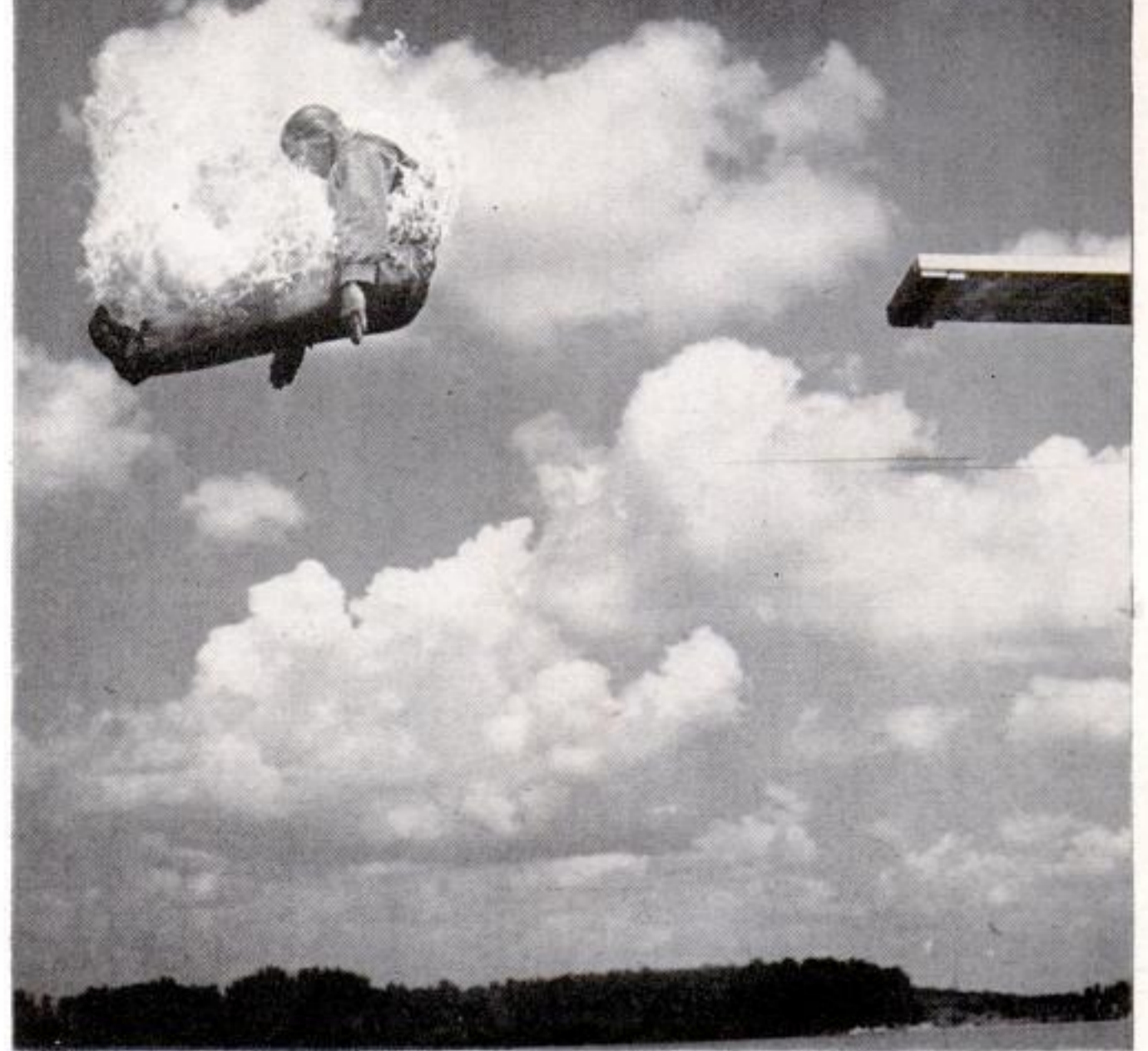


HEY, BROTHER! If you're trying to improve your appearance, we've got a better idea. Try shaving with Barbasol for ten days and see how much younger you look. It's 25¢, 50¢, and 75¢ at all drugstores. Barbasol Blades, 5 for 15¢.



For modern shaving—
No Brush—No Lather—No Rub-in

SPORTS

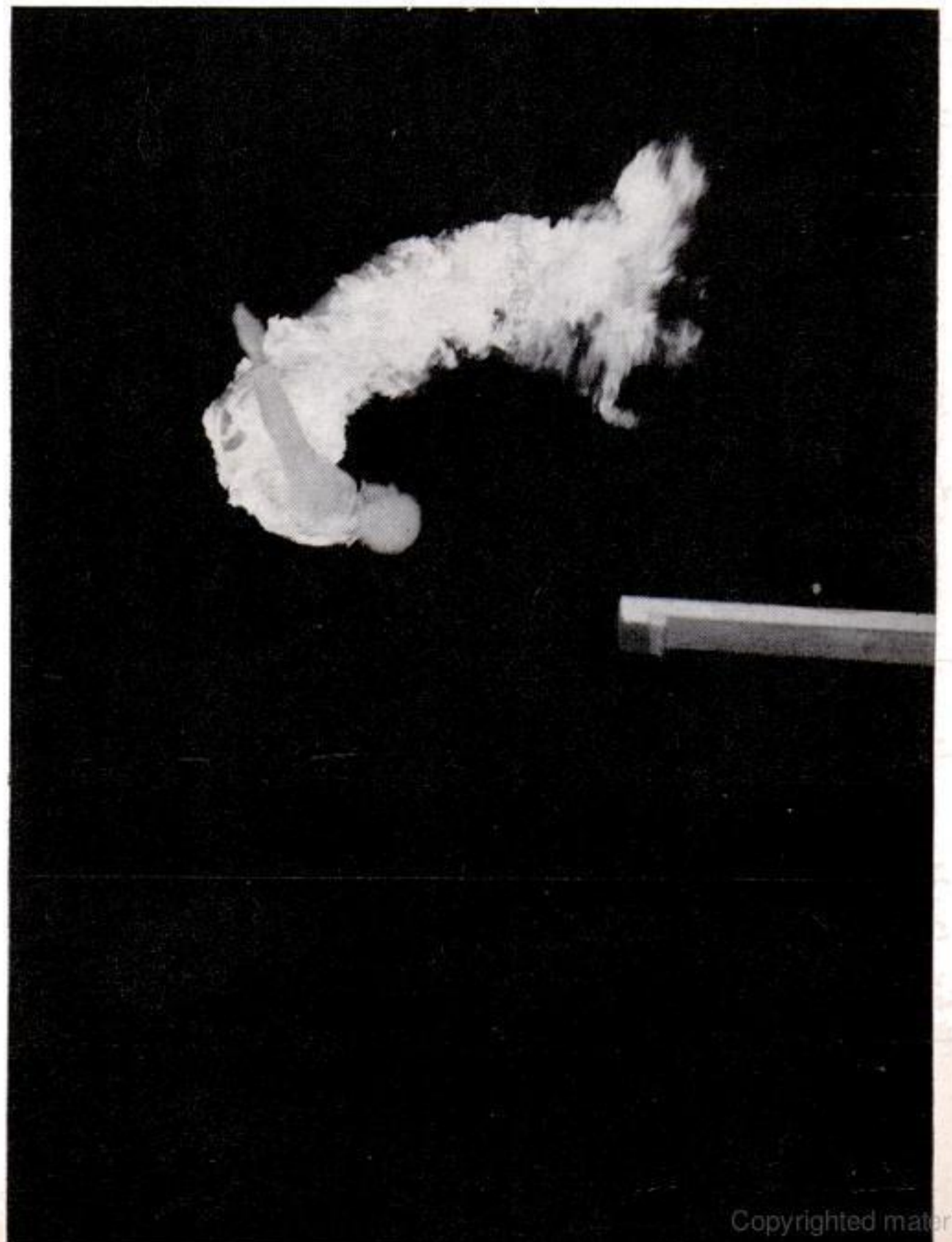


Fire diver starts with handstand to keep flames from his face, goes into double somersault. Flames flare up as body gains momentum, go out with a hiss as he hits water.

FIRE DIVER IS AQUATENNIAL HIT

To celebrate a semi-authenticated 100-year municipal birthday, the promotion-minded citizens of Minneapolis last month put on a nine-day party. Called an Aquatennial to signalize the proximity of Minnesota's 10,000 lakes, it programmed such non-aquatic events as rodeos, table-tennis tournaments, fashion shows and hole-in-one contests. For out-of-town guests the Minneapolitans' liberty with Latin roots was justified by daily water spectacles. A hit with both day and night audiences was Fire Diver Maurie Ostrander, who soaked himself in gasoline, cut patterns of smoke and flame in a series of fancy high-board dives. Buoyed by its success, Minneapolis resolved to make the Aquatennial an annual affair.

Flaming arcs, Ostrander's night dives were more spectacular. Costume is cotton gym sweat suit. Ostrander suffered his only serious burn in newsreel demonstration.





Accessories courtesy of Abercrombie & Fitch

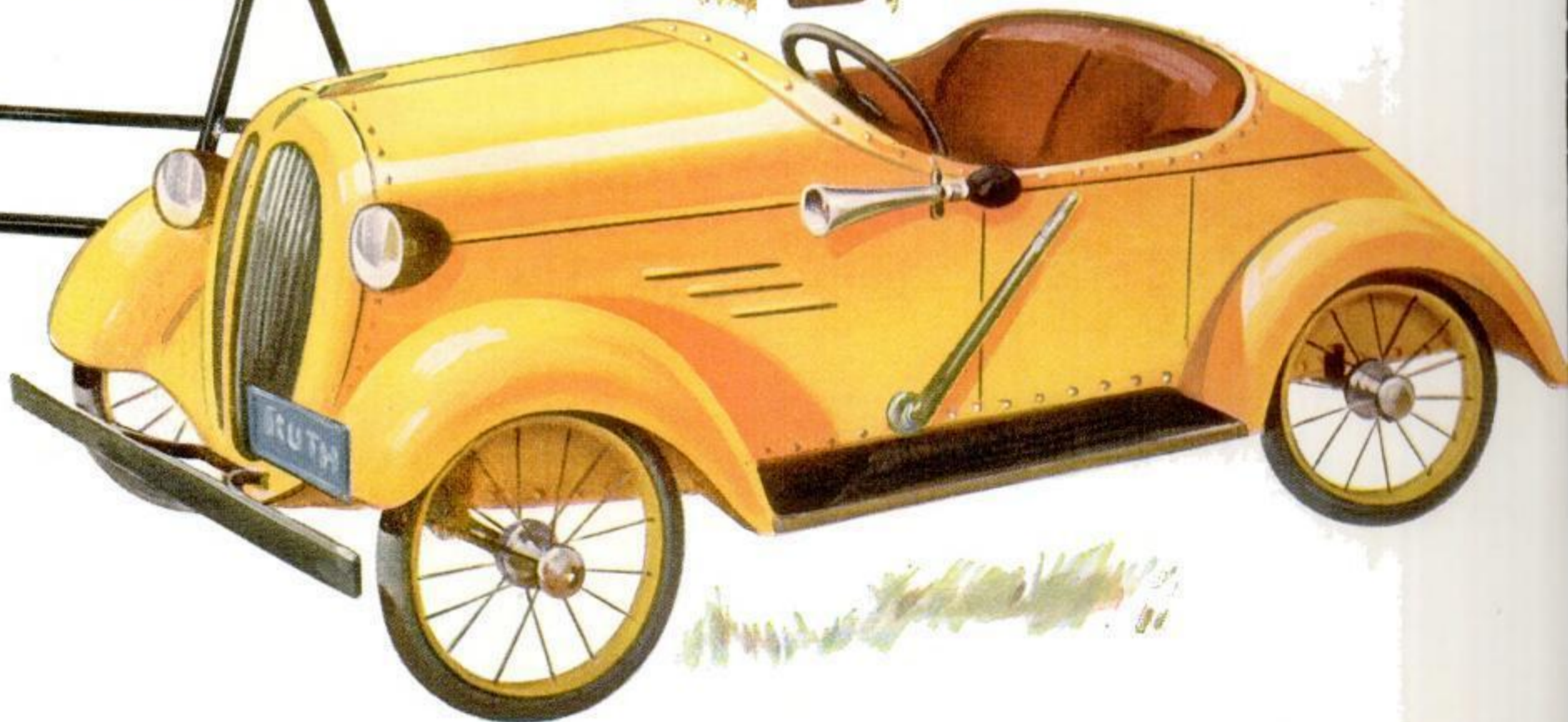
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Something



REGISTERED
REST
ROOM
A TEXACO DEALER SERVICE



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Copyrighted material

a lady appreciates...

YOU know yourself that a motorist can't be too careful about some things . . .

So let the neat green-and-white *Registered* Rest Room signs at Texaco Dealers be *your* motoring guide to clean attractive rest rooms all over the country.

At *Registered* Rest Rooms you will always find running water and full equipment that is *essential* to your comfort.

In each *Registered* Rest Room we Texaco Dealers have *pledged* you spic-and-span cleanliness and many free accessories for your convenience.

Trained inspectors in the famous "White Patrol" inspection cars are on the road in all 48 States to help us maintain this high standard of service.

Stop at our *Registered* Rest Rooms. Try the exceptional performance of our two great gasolines, stepped-up **FIRE-CHIEF** and our new luxury motor fuel, *Sky Chief* — *for those who want the best* . . . You'll also find *Insulated* Havoline and Texaco Motor Oils. Let us help in *many* ways to make your trips more enjoyable.

TEXACO DEALERS

originators of REGISTERED REST ROOMS

Texaco Dealers invite you to tune in The Texaco Star Theatre—starring Kenny Baker and Frances Langford—Every Wed. Night—Columbia Network—9:00 E. D.T., 8:00 E. S.T., 8:00 C. D.T., 7:00 C. S.T., 6:00 M. S.T., 5:00 P. S.T.

Texaco "White Patrol" inspection cars, like the one shown below, guard *Registered* Rest Rooms. Many inspectors have first-aid training and carry first-aid equipment.





**STAY
YOUNG...
RIDE A
BIKE!**

MARTHA RAYE
FEATURED IN
"THE BOYS FROM SYRACUSE"
A NEW UNIVERSAL PICTURE

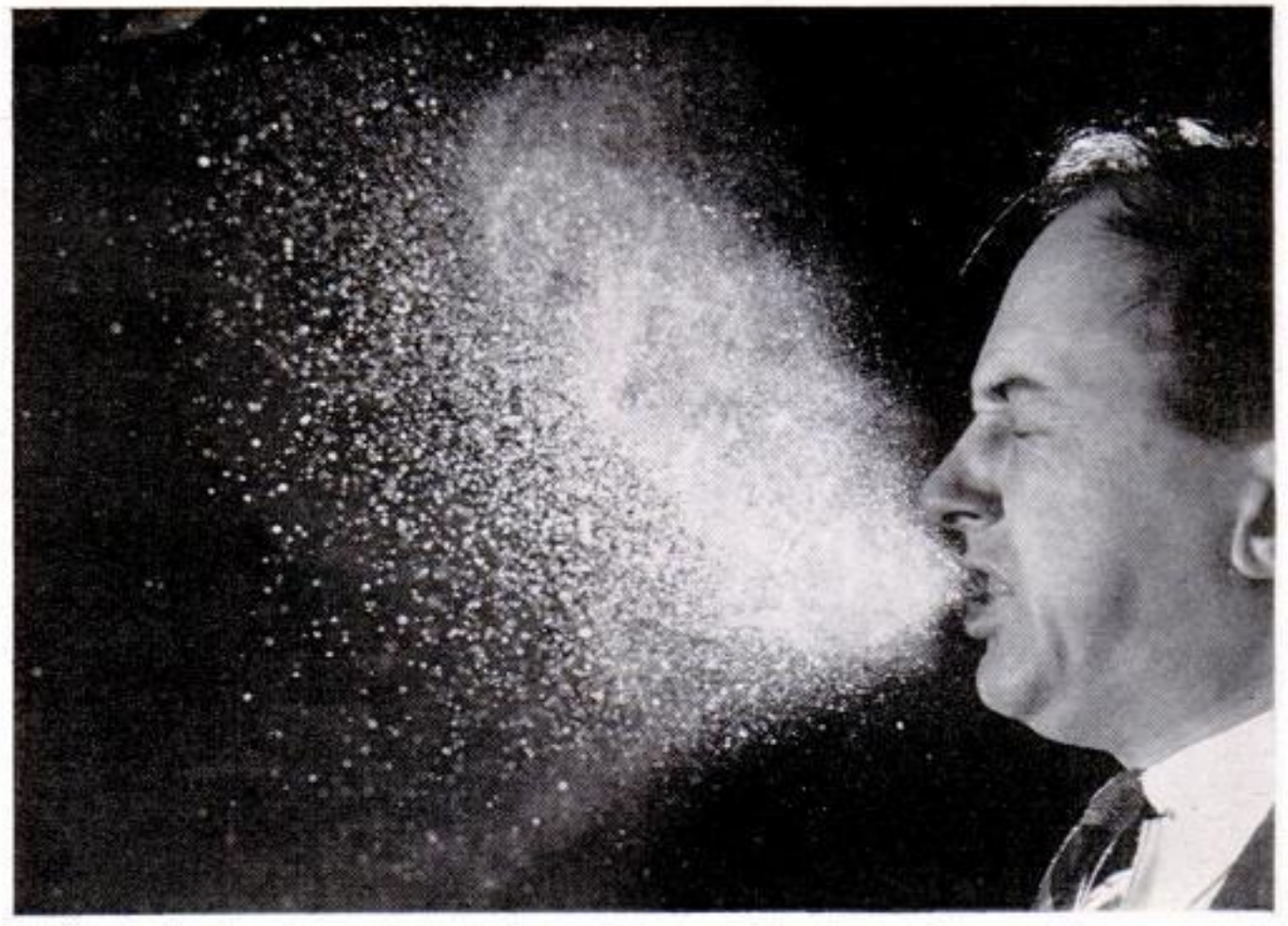


**IT'S FUN TO
RIDE A BIKE**

Riding a bike helps to keep you young. Try it! It's healthful, slenderizing, invigorating! It gives you freedom—freedom from household cares, office worries. Because it's a gentle exercise, bicycling is ideal for every member of the family. Visit your dealer in bikes today. Enjoy at once the fun of bicycling.

CYCLE TRADES OF AMERICA, Inc.
Chanin Building, New York City

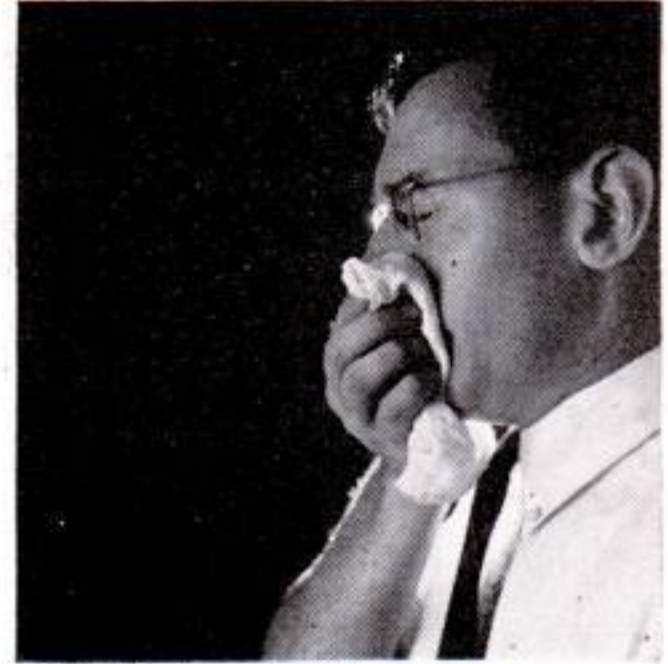
Keep Trim...Keep Slim...Keep Cycling!



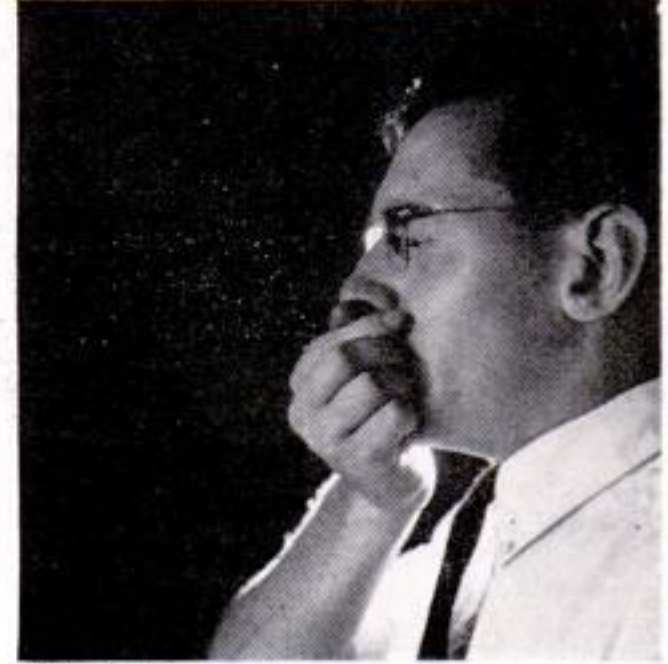
Unstifled sneeze explodes a cloud of highly atomized bacteria-laden droplets. Some droplets travel at such high speed that they are streaks even at 1/30,000 of a sec.

FAST CAMERA MAKES SNEEZE VISIBLE

Between now and the end of September some 4,000,000 U. S. citizens will give themselves over to the relentless paroxysms of ragweed sneezing. But whether it is induced by winter colds or summer allergies, the unstifled sneeze ranks high as a spreader of bacteria. With the help of the Edgerton high-speed camera system, Professor Marshall W. Jennison of Massachusetts Institute of Technology is now able to explain why. Illuminated by the 1/30,000-of-a-second light before the cloud has scattered and evaporated, sneeze droplets are revealed traveling at muzzle velocities up to 150 ft. a second, covering distances from 2 to 12 ft. Trapped on culture dishes, droplets of even a snuff-induced sneeze generate thousands of colonies of bacteria.



Stifled by handkerchief, only few sneeze droplets escape to infect the atmosphere.



Stifling by hand, although less effective than handkerchief, stops most droplets.



Colonies of bacteria after 48 hours' incubation on petri dish in laboratory almost entirely cover the culture. Sneeze that infected this plate was induced by snuff.

SIMILE: SMOOTH AS A PALL MALL



SOURCE: *Good old-fashioned Bulking*

● THAT APT PHRASE, "Smooth as a Pall Mall," points up an impressive fact about this distinguished cigarette.

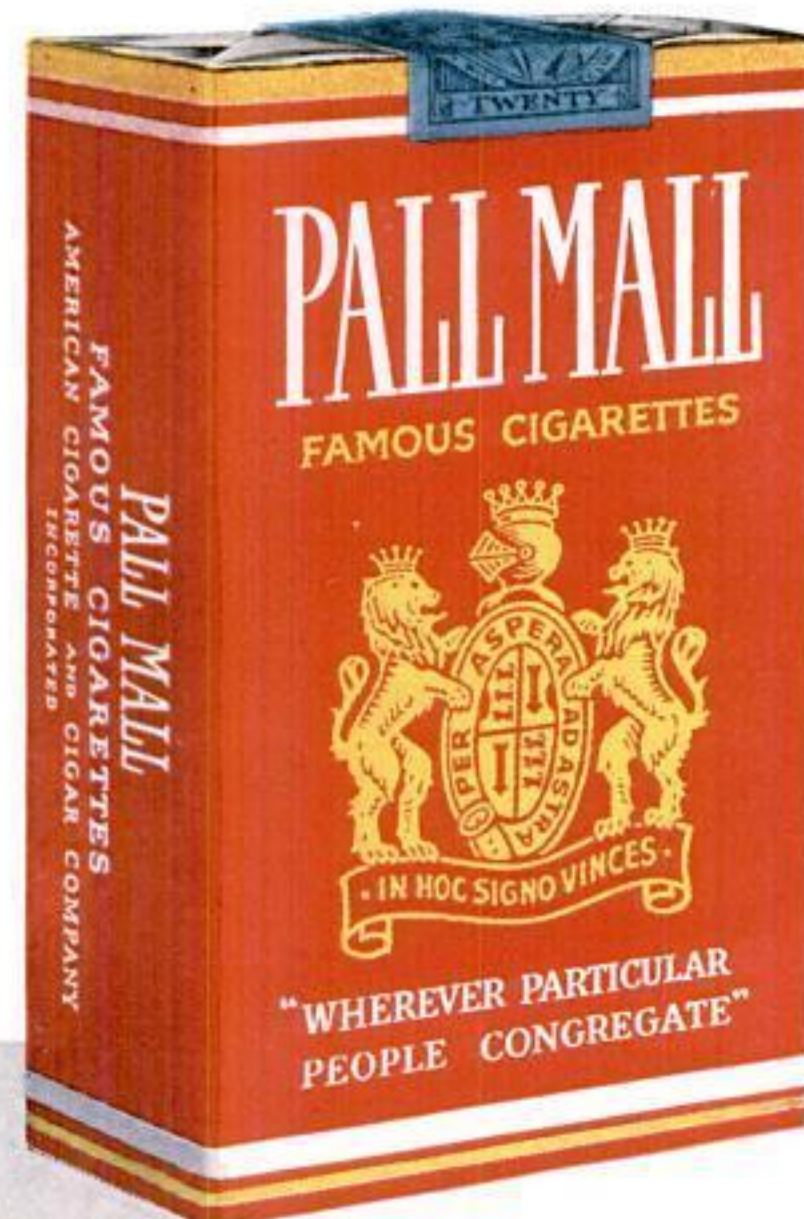
The source of that unusual smoothness is a painstaking, old-fashioned method of working fine tobaccos, revived by Pall Mall, and known as . . . BULKING.

In BULKING, the superb Pall Mall tobaccos are mingled together and allowed to rest in great, fragrant heaps. Unhurried, (the careful, old-fashioned, conscientious ways of working take time), they create their own gentle heat, in which they bask. Subtle changes slowly take place—harsh qualities grow mild; delicate aromas and flavors intermarry and permeate every shred of tobacco. The result is a bland, mellow smoke, a definitely smoother cigarette.

And—a significant fact—with Pall Mall, there is noticeably less finger stain, or no finger stain at all.

Another advantage—the additional length of Pall Mall travels the smoke further, gives you a cooler cigarette.

Yourself, try Pall Mall critically!



"WHEREVER PARTICULAR PEOPLE CONGREGATE"



I WAS PROUDER THAN A PEACOCK OF MY
MELON SHELL SALAD
 WITH *REAL MAYONNAISE*



MELON SHELL SALAD

- | | | |
|------------------------------------|-------------------------|--|
| 2 cups Honeydew Melon balls | 1 Honeydew Melon shell | Cut balls out of inside of melons with ball cutter. Mix melon balls and orange sections. Fill the melon shell with fruit mixture. Place filled shell and bowl of Fruit Juice Mayonnaise* on a platter or service plate with salad greens. Garnish with strawberries and watercress (as illustrated). Serves 6. |
| 2 cups Spanish Melon balls | Romaine • Lettuce | |
| 2 oranges sectioned, membrane free | Watercress | |
| 1 pint strawberries | Fruit Juice Mayonnaise* | |
| | | |

***FRUIT JUICE MAYONNAISE**

- | | |
|--|---|
| 1 cup Hellmann's or Best Foods Real Mayonnaise | 3 tablespoons unsweetened pineapple juice |
| 1 tablespoon sifted confectioners' sugar | |
- Add fruit juice and sugar to Real Mayonnaise and beat well. Makes 1 cup Fruit Juice Mayonnaise.

AT THE NEWTON LAWN FETE — Bank Teller's Wife Does President's Wife A Real Favor



YOUR SALAD IS AS DELICIOUS AS IT LOOKS, MY DEAR! I WISH MY COOK WOULD LEARN TO MAKE MAYONNAISE LIKE THIS — SO LIGHT AND FREE FROM OILY TASTE!

WELL, I MUSTN'T TAKE FALSE CREDIT, MRS. BRADLEY. THIS MAYONNAISE COMES FROM MY GROCER



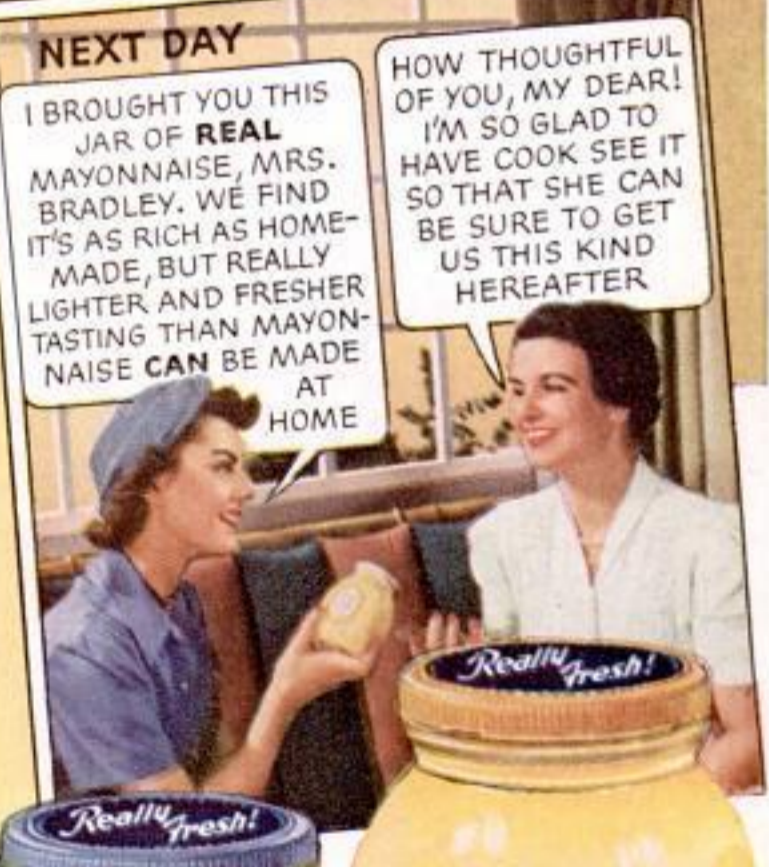
WHAT! ONE OF THOSE READY-MADE "SALAD DRESSINGS"?

OH, NO — NOT "SALAD DRESSING," MRS. BRADLEY! THIS IS REAL MAYONNAISE, LIKE THE HOME KIND, WITHOUT STARCHY FILLER IN IT. THAT'S WHY IT HAS SUCH CREAMY FLAVOR AND DOESN'T TURN WATERY WHEN YOU ADD MILK OR FRUIT JUICES

REALLY FRESH, TOO!

... this light mayonnaise — delicate in flavor, light and smooth in texture

Real Mayonnaise (Best Foods in the West; Hellmann's in the East) is made like the home kind. It contains only freshly broken eggs, added egg yolks, choice vinegar and spices, and our own "FRESH-PRESS" Salad Oil which we ourselves prepare fresh each day, as it is needed. And in our powerful new kind of double-whipper these ingredients are so completely blended that Real Mayonnaise, with all its home-made richness, is even lighter and creamier in texture than home-made, and has a zestfully light, delicate flavor, free from oily taste.



NEXT DAY

I BROUGHT YOU THIS JAR OF REAL MAYONNAISE, MRS. BRADLEY. WE FIND IT'S AS RICH AS HOME-MADE, BUT REALLY LIGHTER AND FRESHER TASTING THAN MAYONNAISE CAN BE MADE AT HOME

HOW THOUGHTFUL OF YOU, MY DEAR! I'M SO GLAD TO HAVE COOK SEE IT SO THAT SHE CAN BE SURE TO GET US THIS KIND HEREAFTER

BEST FOODS → HELLMANN'S
Real Mayonnaise



↑ IN THE WEST
 ↓ IN THE EAST



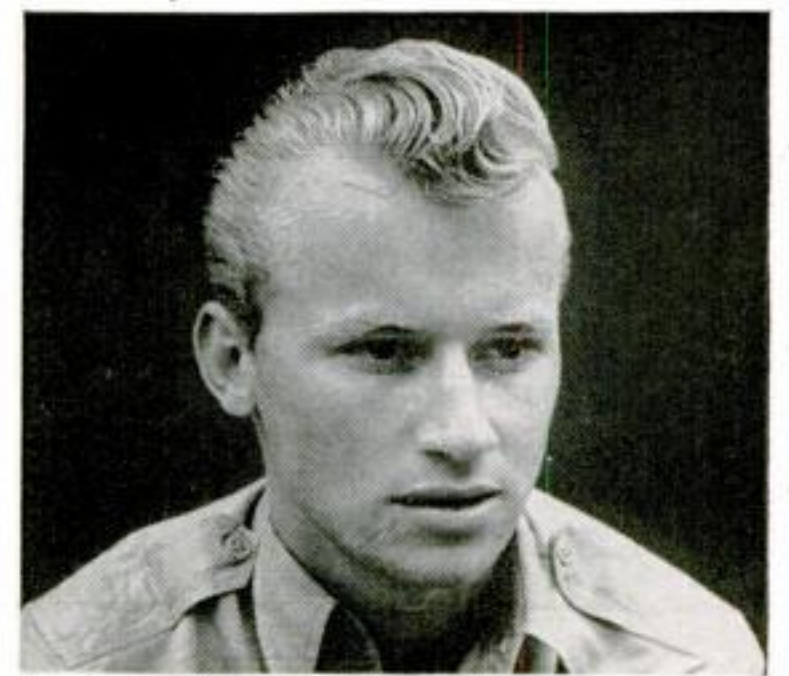
Professor Bensinger from Germany is respected U. S. citizen. He refuses to be a German spy.



Mrs. Bensinger is a happy small-town housewife until war makes neighbors suspect her husband.



Bensingers' daughter, Hilda, hopes America will win the war. She is in love with Walter (below).



Bensingers' son, Fred, in spite of his father, wants to fight for America in the Marine Corps.



Edward Averill, conservative businessman, is stirred by injustice of war to helpless people.



Mrs. Averill hates war but states: "We've got to fight for the decent civilized things in life."



Averills' son, Walter, enlists in the Lafayette Escadrille. He gets killed while flying in France.



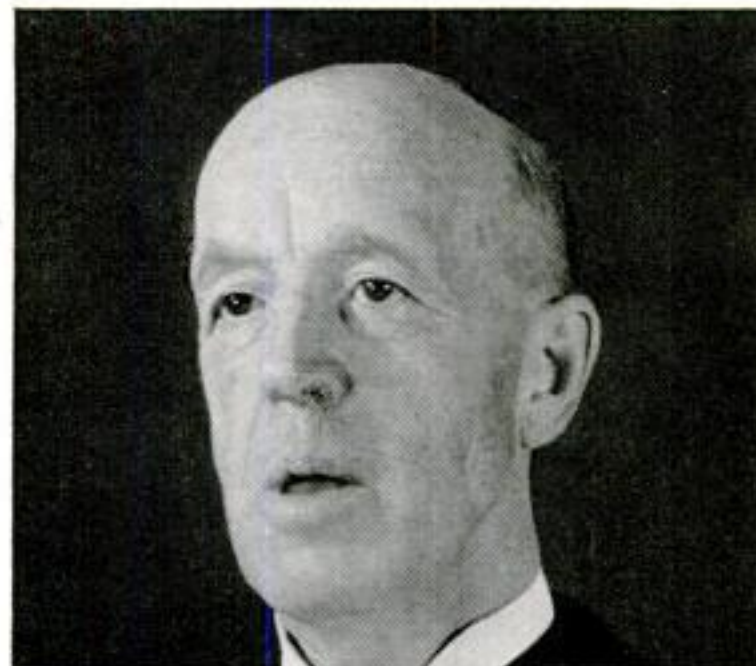
Dan Meredith, newspaper editor, keeps quiet home town in touch with a tumultuous world.



Ralph Gilchrist takes his grin to war, believes that fighting for democratic ideals will be fun.



Anna Kovacs, immigrants' daughter, supports family when father returns to Hungarian Army.



Congressman Lawton advocates neutrality but votes for war when U. S. freedom is menaced.



Dora Smith, busy homebody, throws herself into war service, rolls bandages for the Red Cross.

CAST OF CHARACTERS

"THE RAMPARTS WE WATCH"

CREATORS OF "MARCH OF TIME" MAKE A FULL-LENGTH MOVIE OF AMERICA'S GREATEST STRUGGLE

For their first full-length movie, the producers of the **MARCH OF TIME** have recorded four of the most stirring years of American history. Named *The Ramparts We Watch*, it tells of America's struggle in the World War not as a war story but as a story of how a young nation marshaled its forces, achieved its purpose and earned the right to call itself great.

Scene of *The Ramparts We Watch* is any U. S. town. Characters, as you see them above, are the ordinary people most Americans have for next-door neighbors. To them in 1914 the news of war in Europe meant no more at first than a few unpronounceable names. But soon housewives like Dora Smith read about other housewives starving in Belgium and said: "I can't bear to think of them." Businessman Ed Averill read Wilson's plea for neutrality and said: "I'm not going to find it so easy to be neutral in thought." After the *Lusitania* was sunk Ed Averill's son realized when he enlisted in the Lafayette Escadrille that he might be killed, but said: "That's a chance I'll have to take." And Congressman Law-

ton said: "I hate to think I'll ever have to vote to put this country into war." But in 1917 he did.

In time of crisis these people discovered within themselves unsuspected energy, generosity and courage. Most important was their discovery that as Americans working together with a common will, they could do a job magnificently.

To make clear how the destiny of ordinary people is interwoven with kings and generals, the film is richly documented with historic newsreels. The ambitions of pretty Hilda Bensinger are shown to be affected by the ambitions of a German Emperor inspecting his ships at Kiel. The lives of carefree American kids shown jumping on an ice wagon are related in the web of world events to old Franz Josef of Austria jumping a little less spryly into his royal carriage. In *The Ramparts We Watch* history assumes human values and truer proportions.

To co-star with such newsreel notables as Kaiser Wilhelm, Wilson, young Herbert Hoover and the Prince of Wales, Producer Louis de Rochemont hired

no movie actors. Instead he picked businessmen, housewives, college students who simply played themselves before the camera.

Most of the picture was shot in New London, Conn., chosen because the town has not changed much since the war years. For street scenes, neon signs and modern automobiles were removed. Fourteen hundred New Londoners were hired to dress up and watch a 1914 peace parade, a 1915 preparedness parade and to wave goodbye to soldiers in 1917. Movie cost \$400,000 to make, took about 18 months.

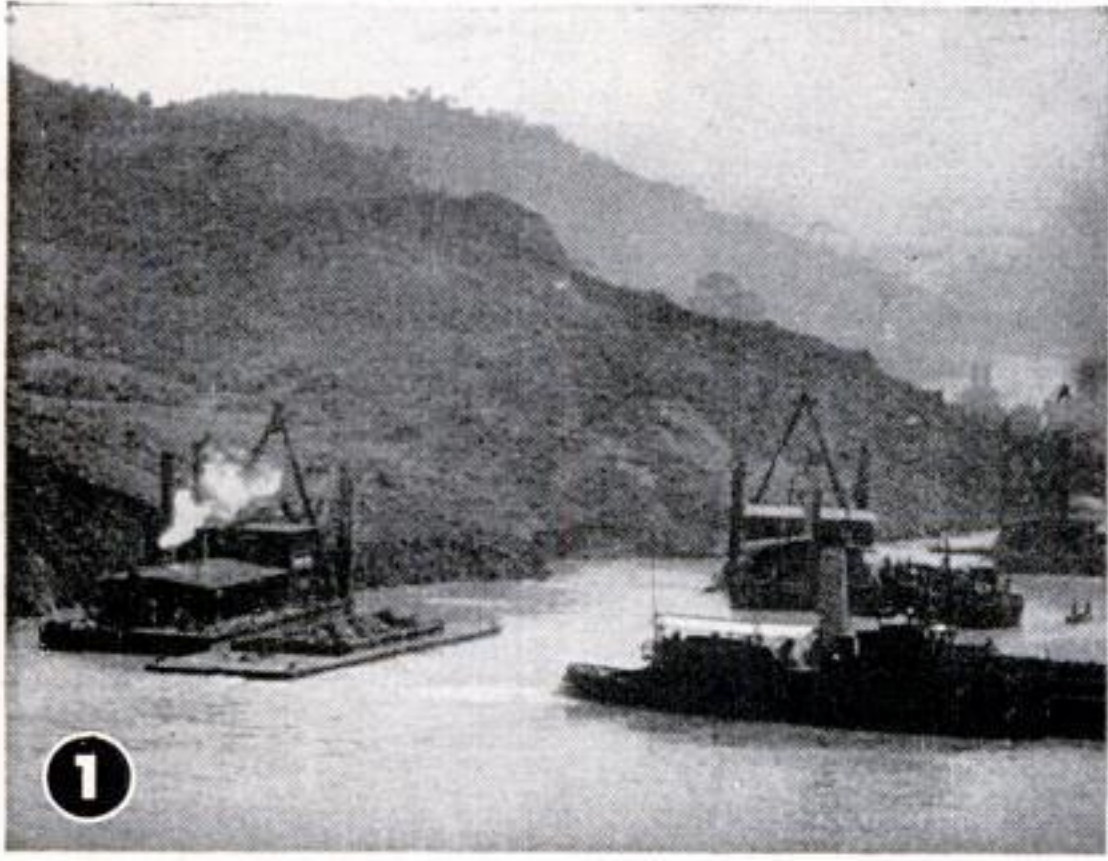
On the next pages are several scenes that were re-enacted especially for LIFE's Photographer Alfred Eisenstaedt, and with them is a pictorial outline of the film from 1914, when America was boasting of its new Panama Canal, to 1919 when Woodrow Wilson stood on the bridge of the *George Washington* facing east. From these pictures Americans may take stock of themselves and draw one conclusion: whatever goal they set in this new crisis of 1940, they can achieve with the strength of a free and united people.



Peace in America in 1914 is enjoyed by Joe Kovacs sitting on L's porch with wife and daughter, listening to a neighbor's phonograph. Suddenly, when an archduke is shot 5,000 miles away, Joe is called overseas to fight for his native

Hungary. He gives up his job, his family and finally his life because "times like these a man's gotta do what he thinks is right." It was America's foreign-born, like the Kovacs, who first felt the impact of war in Europe. To them war

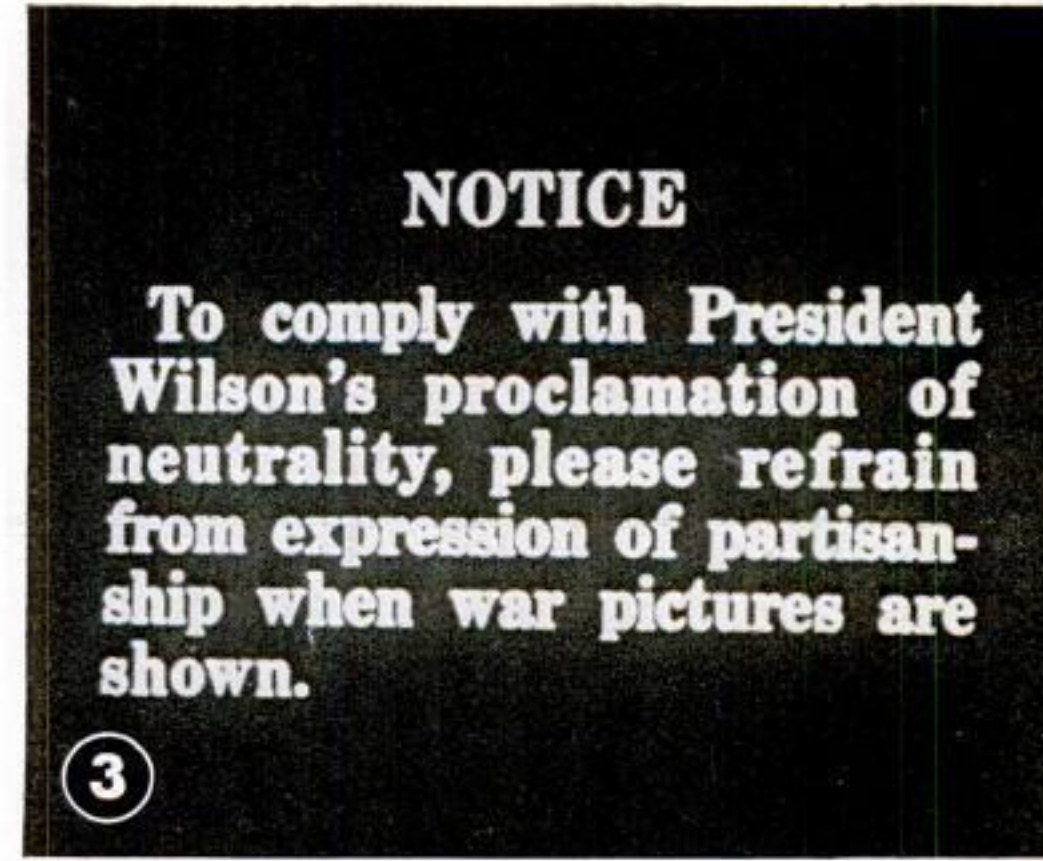
was a sad, familiar Old World story which their American friends were slow to understand. But in two years its tragedy was felt along this same row of porches and seemed to connect this shady side street with all the streets in the world.



1
The new Panama Canal, nearing completion in 1914, was the pride of the whole nation, a symbol of American progress and prosperity.



2
Carefree youngsters at soda fountain discuss new Pearl White movies in typical American community which might be called Hometown.



3
At the movies the people of Hometown read this notice with newsreels showing Europe at war in 1914.



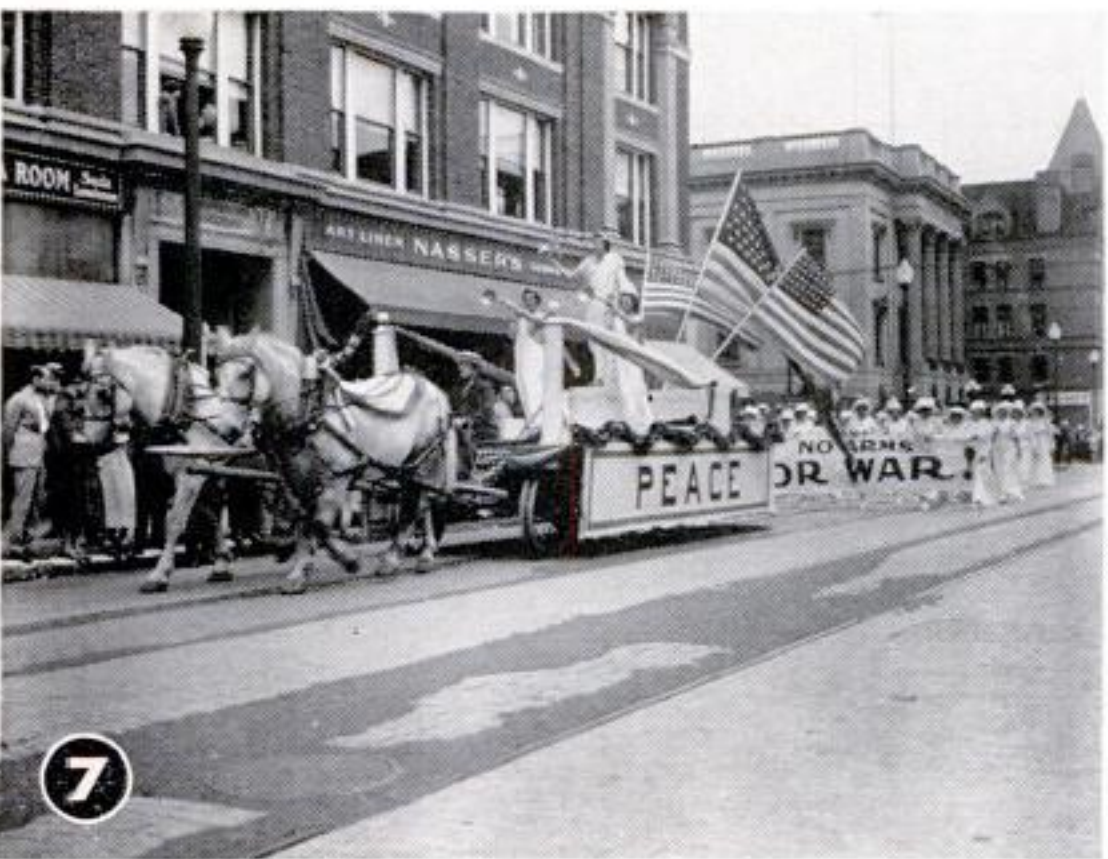
4
The Kaiser (left) appears in newsreels inspecting German shipyards at Kiel, gives Hometowners an idea of German military ambition.



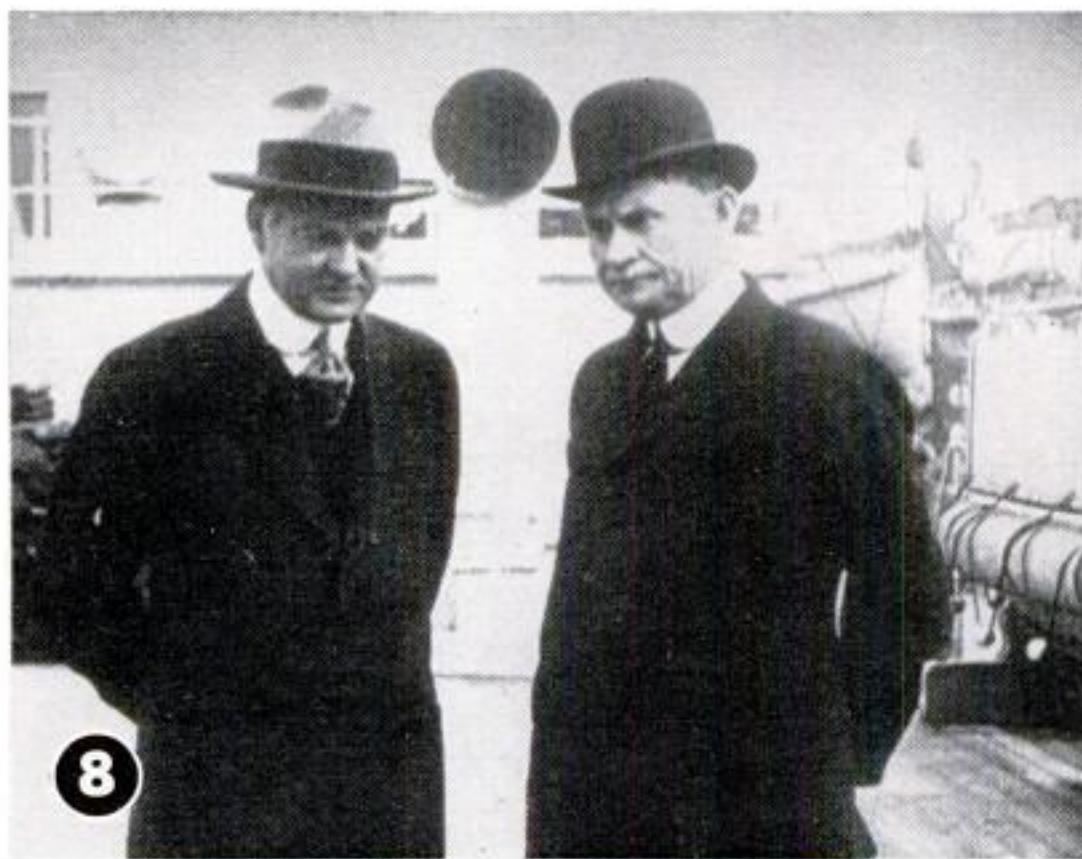
5
The Prince of Wales also appears in newsreels as a grinning youth of 20 surrounded by cheering crowds as he rides through London.



6
Congressman Lawton is shaved in Hometown while Ed Averill complains of Wilson's neutrality plea.



7
Peace parades are held on the main street of Hometown as a protest against the increasing demands for military preparedness in America.



8
Young Herbert Hoover (left), mining engineer, organizes a fleet to carry over \$1,000,000 worth of food a week to war-torn Belgium.



9
Old clothes for Belgium are collected by Hometown housewives who recognize Prof. Carter's pants.



10
Passengers for "Lusitania" arrive in taxis at pier on Saturday morning, May 1, 1915, heedless of warning from the German Embassy.



11
"Lusitania" sails festively from New York harbor with nearly 2,000 souls aboard. Twelve hundred of them never reached the shore.



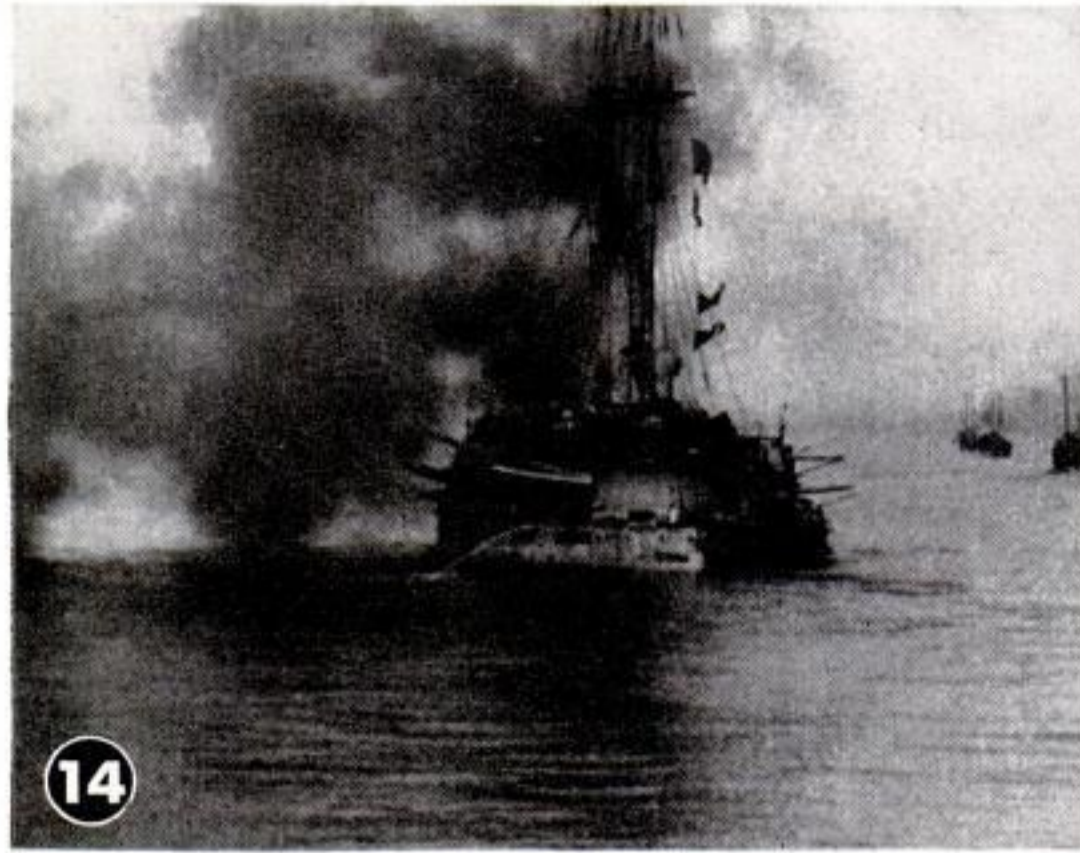
12
In a Hometown fraternity house students argue whether Germans had right to torpedo Lusitania.

"The Ramparts We Watch" (continued)



13

Pacifist song *I Didn't Raise My Boy to Be a Soldier* in Hometown beer hall rouses a customer's anger.



14

German defeat at Jutland, "the greatest sea battle of all time," makes Americans realize their dependence on might of British Navy.



15

Teddy Roosevelt as ex-President makes fiery speeches for freedom of the seas, inveighs against German interference with U. S. shipping.



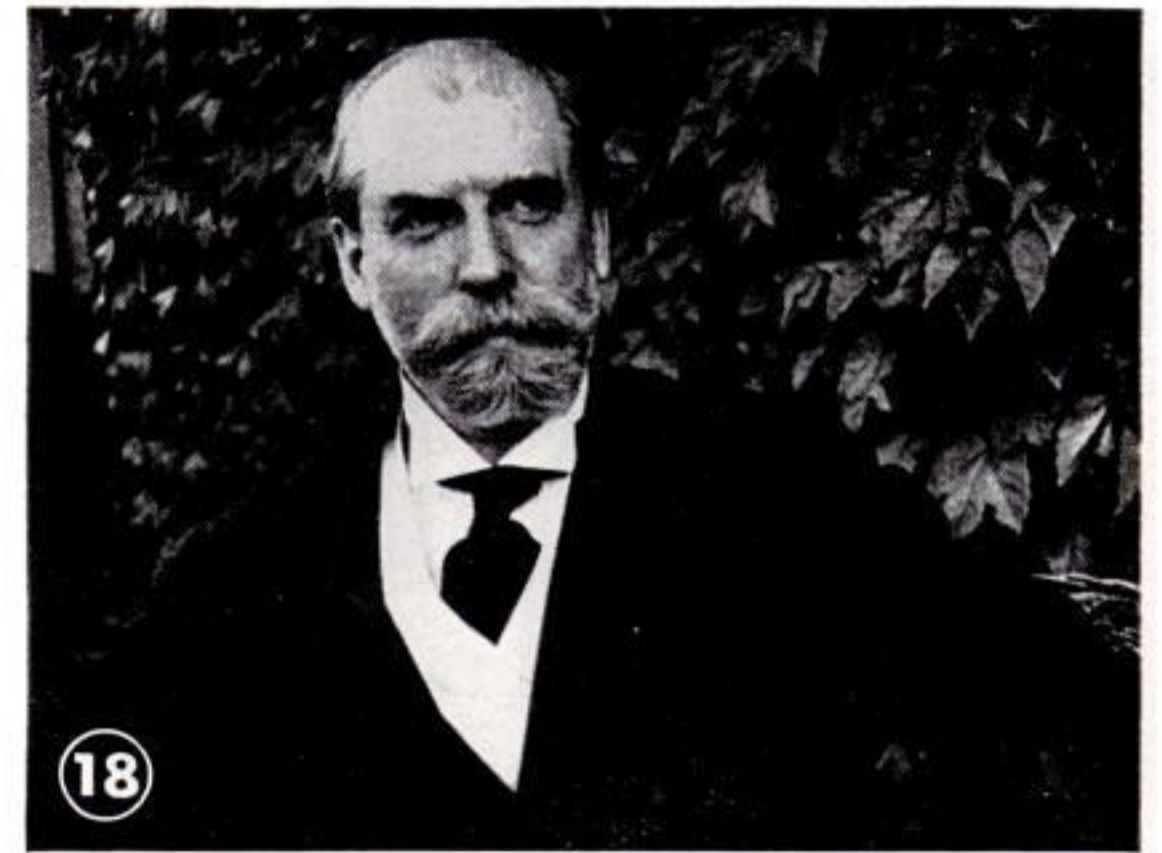
16

Preparedness parade is led by Wilson in a silk hat. Up for re-election, he modifies his anti-war policy.



17

Democrats rally back in Hometown, campaign to re-elect Wilson because he sent no American boys overseas to die on foreign battlefields.



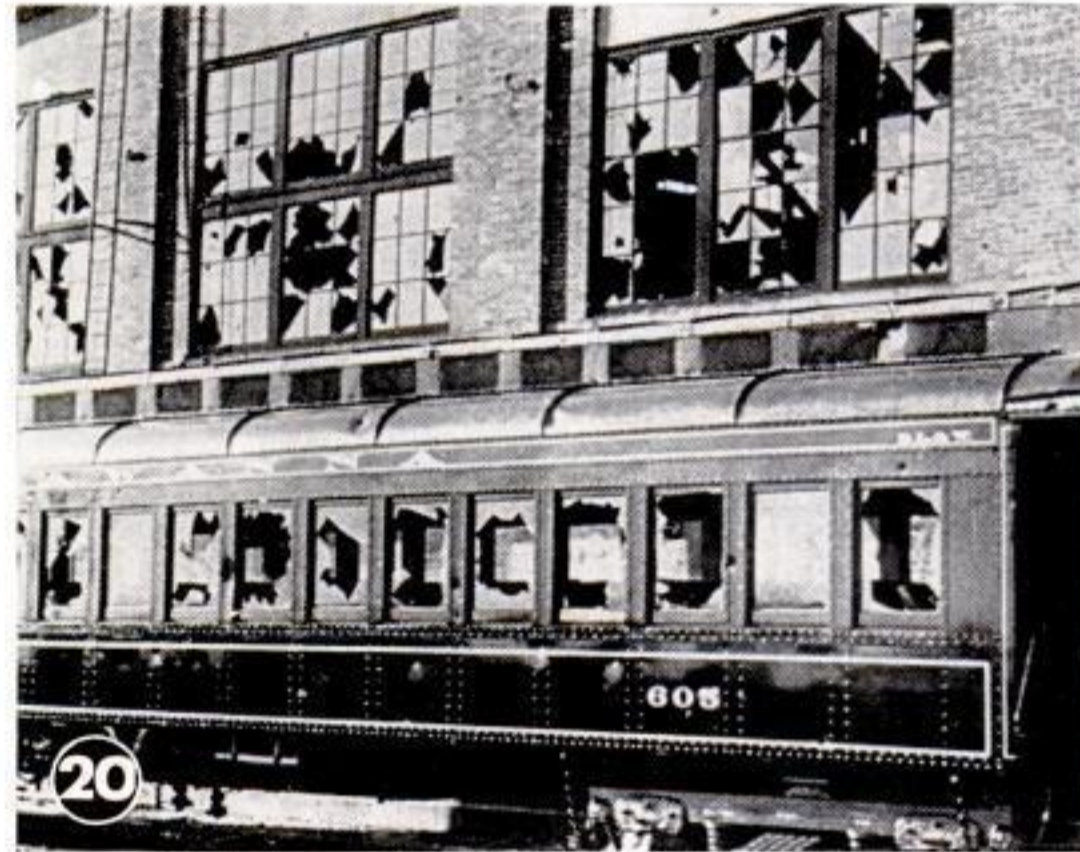
18

Charles Evans Hughes, Supreme Court Justice, is 1916 G. O. P. candidate for President with firm foreign policy. Wilson barely beat him.



19

Memorial services for their son killed in France are attended by Mr. and Mrs. Averill in Hometown.



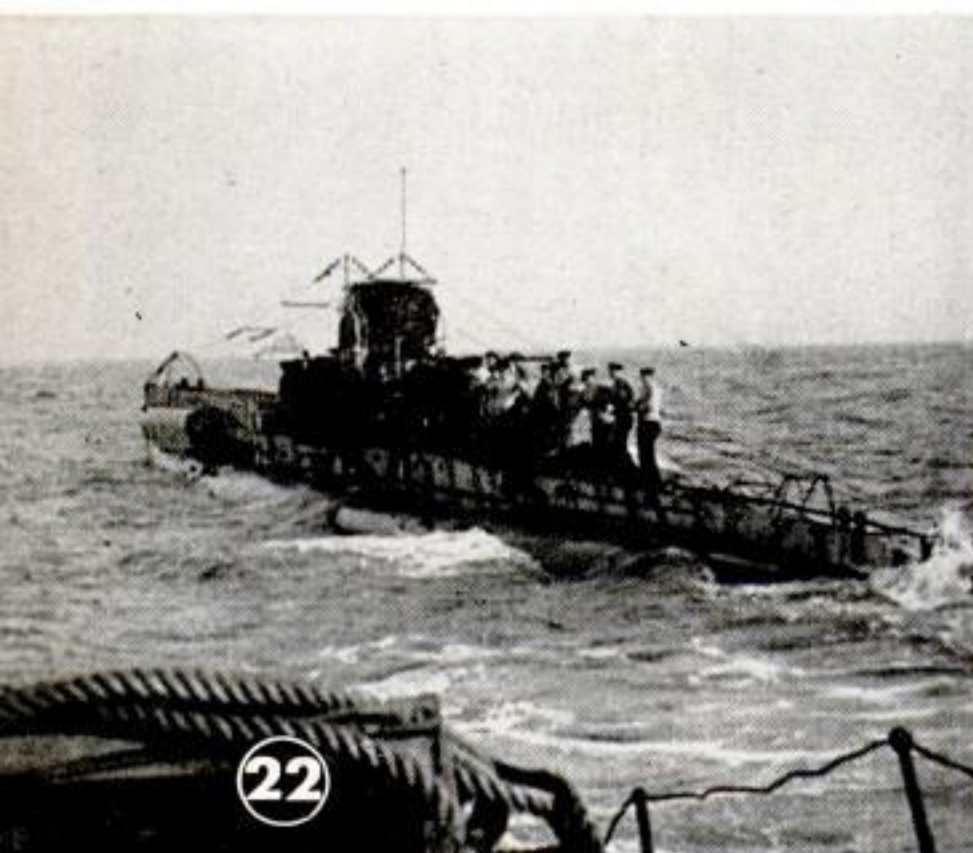
20

On Black Tom Island, N. J., explosion of munitions does \$20,000,000 damage. Such German sabotage continues on nationwide scale.



21

New German weapons, poison gas and liquid flame, produce these victims in France, shock U. S. public into greater sympathy for Allies.



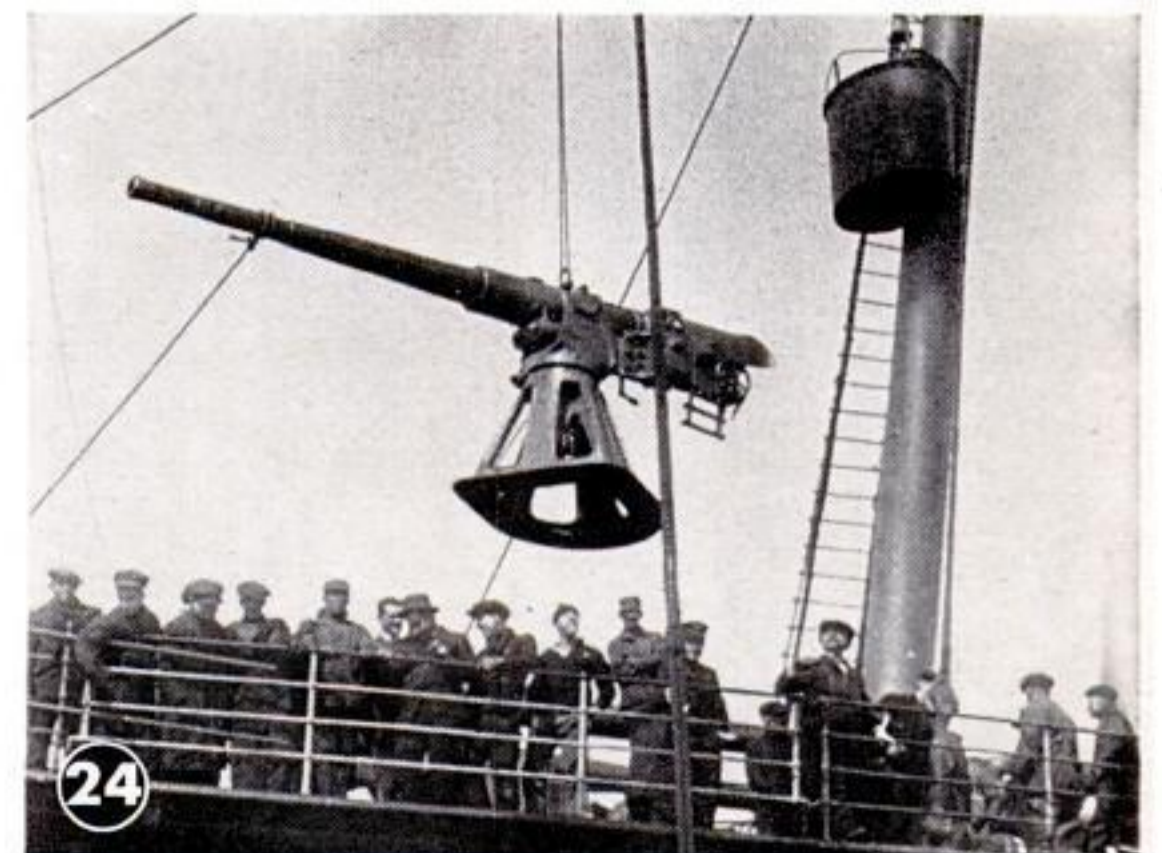
22

German U-boats have all but chased U. S. ships from sea, are most responsible for driving U. S. to war.



23

At Wilson's second inauguration on a chilly March 5, many Americans had a portentous feeling that a new era of history was beginning.



24

"Armed neutrality," ordered by Wilson, equips U. S. merchant ships with naval guns like this. It was another compromise destined to fail.



25

Anti-German feeling in Hometown grows until Dora Smith asks Mrs. Bensing and Hilda to leave Red Cross because they are German.



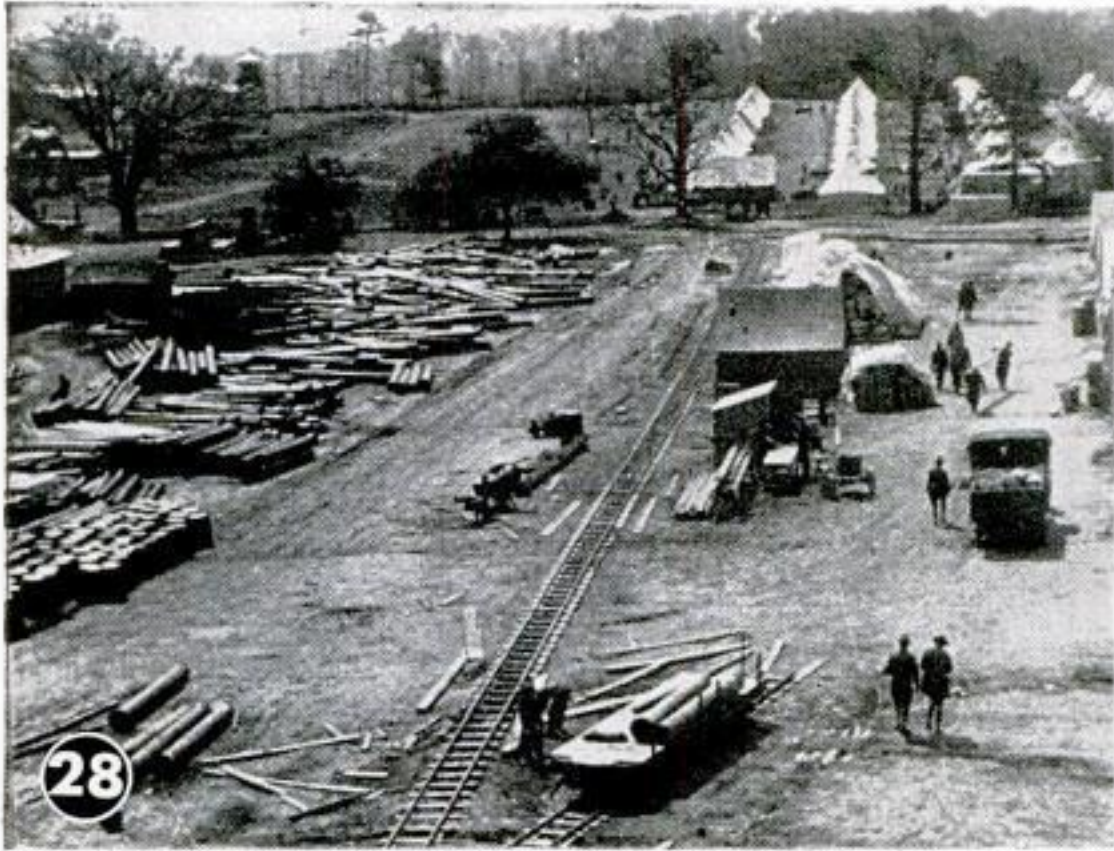
26

President's call to war is read by Editor Dan Meredith (right) as it comes over the telegraph wire on April 2 to his newspaper, *The Day*.



27

These headlines are read by men, women and children who get out of bed at dawn hearing "Extra!"



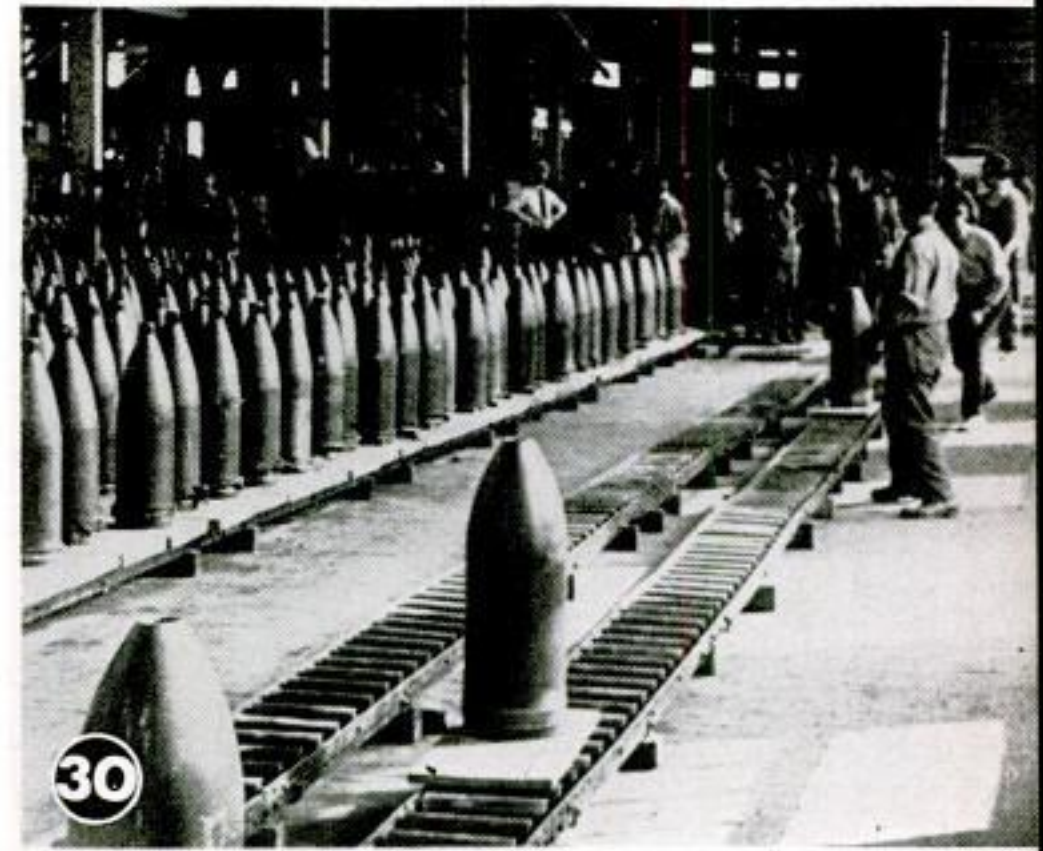
28

Building Army camps for 4,000,000 U. S. troops was part of greatest mobilization of manpower and resources in any age or any time.



29

Making 14,000,000 uniforms for Army is speeded by this electric cutter which slashes into bolts of khaki, cuts 60 uniforms at once.



30

A million tons of munitions are made in first year by U. S., already experienced in supplying Allies.



31

In draft lottery Wilson draws a number. Twenty-four million men of military age register for war service, wait for numbers to come up.



32

Bayonet practice with soldiers charging wooden dummies is part of body-hardening routine which trained million U. S. troops by 1918.



33

When boys leave for France all of Hometown turns out at the railroad station to wave them farewell.



34

Fred Bensing is told at the last minute that he cannot go overseas with his regiment because his father is interned as an enemy alien.



35

"Could you have me ordered to France in a hurry?" a Hometown boy begs Congressman Lawton, afraid he might miss some good fighting.



36

Greatest overseas troop movement in history begins May 1918. One man in 20 will not come home.



37

Shipbuilding boom produces new vessels in record time. By 1918 one ship a day comes down the ways.



38

Selling Liberty Bonds, Movie Stars Douglas Fairbanks, Charlie Chaplin, Mary Pickford help the U. S. raise more than 24 billion dollars.



39

Every citizen observes wheatless and sweetless days not only to feed American soldiers but to help 10,000,000 starving refugees in Europe.



40

General Pershing (right), France's General Joffre stand together in Paris reviewing U. S. troops.



41

American boys in France tramp through mud on way to battlefields. To war-weary Europe these fresh, determined men were like saviors.



42

Spring 1918, these U. S. troops in France met baptism of fire in the heaviest fighting of war when Germany launched its last offensive.



43

Franklin D. Roosevelt, young Assistant Secretary of Navy, climbs on train at front lines in France.



44

Hometown boy, blinded, is greeted in the hospital by Congressman Lawton, who like many U. S. political figures went overseas in 1918.



45

The war is over with breath-taking suddenness. People of Hometown celebrate victory and await more bulletins outside office of *The Day*.



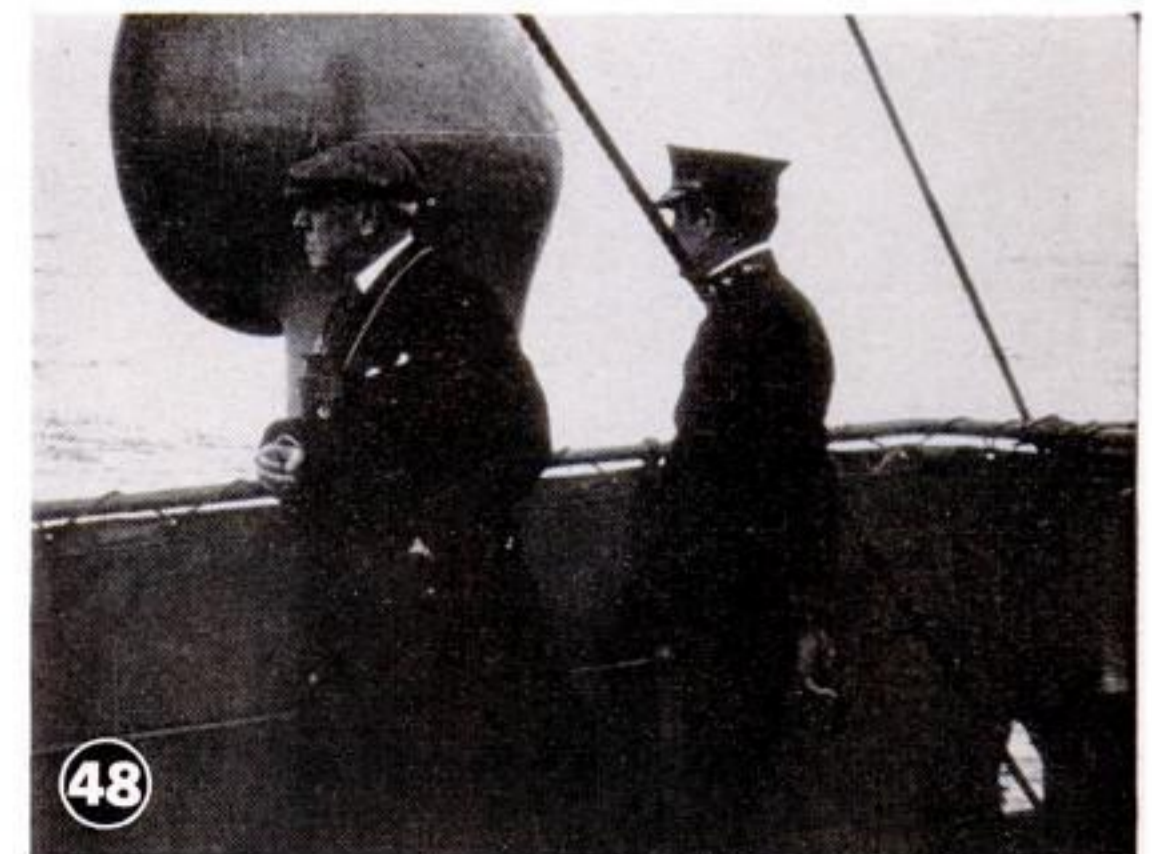
46

Paris celebrates the Armistice as the whole world is swept by deep and wild fervor of thanksgiving.



47

"Vive l'Amérique," "vive la France," shout revelers in a Paris cabaret where Ralph Gilchrist, a Hometown boy, kisses a pretty French girl.



48

A man with a dream is Woodrow Wilson (left) here sailing for Paris, determined to make a just peace based on a brotherhood of nations.



Drinking to the future, Congressman John Lawton and his lifelong friends celebrate New Year's Eve in 1918. With pride and courage, they remember how America was tested under fire in the last war and emerged from it the greatest

nation on earth. Confidently John Lawton speaks these final words which sound the keynote of *The Ramparts We Watch*: "Now an old man would like to make a toast to the generations yet to come. In peace may they cherish the ideals

which we are handing on down to them. In crisis may they unite and know, as we have known, the joy and strength of uniting. In war, if it should ever come again, may they hold the ramparts of our democracy and freedom until kingdom come."



McNARY'S WORKING PLACE IS A FRONT-ROW DESK IN THE SENATE CHAMBER. HERE SENATOR BARKLEY, THE MAJORITY LEADER, STOPS TO CONFER WITH THE MINORITY LEADER

McNARY OF FIR CONE

Under no circumstances would Charles Linza McNary ever live for eleven years in a New York City apartment house like his running mate on the Republican national ticket, Wendell L. Willkie. Crowds and big cities annoy him. McNary considers even the half-million people of Washington, D. C. too many in one place and is pained by the confusion and stir of the capital. As soon as Congress adjourns and he is sure his good friend Franklin D. Roosevelt does not need him for White House conferences, McNary, who is Republican minority leader in the U. S. Senate, boards a limited train for Fir Cone, the 300-acre Oregon nut-and-prune farm where he was born 66 years ago.

Crossing the continent, he likes to sit in the observation car and watch the farms flash past—Indiana's cornfields, the dairy pastures of Wisconsin, the broad wheat ranches of the plains, Idaho's swaying rows of potato plants and at last the orchards of the Pacific slope. Often he reaches the end of his journey with a pocketful of notes scribbled on railroad stationery about farm conditions he has noted along the line.

Improving the farmer's life has been McNary's dominant concern since he entered the Senate 23 years ago and immediately asked for a seat on the Committee on Agriculture. Preoccupation with his own specialties, walnut and filbert trees, gave a *Mr. Smith Goes to Washington* touch to his first interview. A reporter inquired what interested him most. "Nuts," replied McNary.

From the start McNary let bounties for the farmer take precedence over Party regularity. He attended the meetings called by Brookhart, Norris and other Corn Belt insurrectionists. Despite G. O. P. pleas in behalf of private enterprise, he proposed Government transmission lines to carry Government hydroelectricity to unlighted farms. Last year he confounded



When he was 8, McNary rode this tricycle around the farm at Fir Cone where he was born and still lives. Orphaned at 9, he earned most of his own expenses through high school and Stanford.



McNARY'S HOME IS THIS SIMPLE COTTAGE UNDER THE TOWERING FIR TREES OF OREGON. CONES PLUNK SOFTLY UPON THE ROOF AT NIGHT AND ROLL ONTO THE WELL-KEPT LAWNS

WILLKIE'S RUNNING MATE FROM THE FOREST OF OREGON IS GREAT WITH FARMERS AND FILBERTS

by RICHARD L. NEUBERGER

many of his Republican followers who were in the midst of a furious attack on New Deal extravagance when he steered through the Senate a \$400,000,000 addition to the Department of Agriculture appropriations requested by the Democratic President.

A year or two ago the Old Guard of the Republican Party wanted McNary thrown out as Senate leader because of his heresies. At the recent Republican National Convention in Philadelphia, however, Wendell Willkie and his advisers consulted the results of the last two Presidential elections and decided that McNary was precisely the type who had to be kept in Party councils at all costs. Perceiving that not since 1928 have the Republicans picked up a single electoral vote west of the Pennsylvania-Ohio border, they concluded that McNary for Vice President would strengthen G. O. P. chances in the 2,500 miles between there and the headlands of the Pacific.

Geographical qualifications aside, McNary is an important asset to the Republicans because for 14 years he has been a symbol of unstinted Federal help for agriculture. The McNary-Haugen bill, with its equalization fee for grain farmers, which he originally introduced in 1926, provided the lexicon for practically all subsequent discussion of the farm question. It showed farmers the door to the U. S. Treasury and started in McNary's direction more mail from rural districts than is received by any other Senator. "The McNary-Haugen fight," wrote General Hugh S. Johnson a few months ago, "made the country conscious of the farm problem and the farmers conscious of Senator McNary."

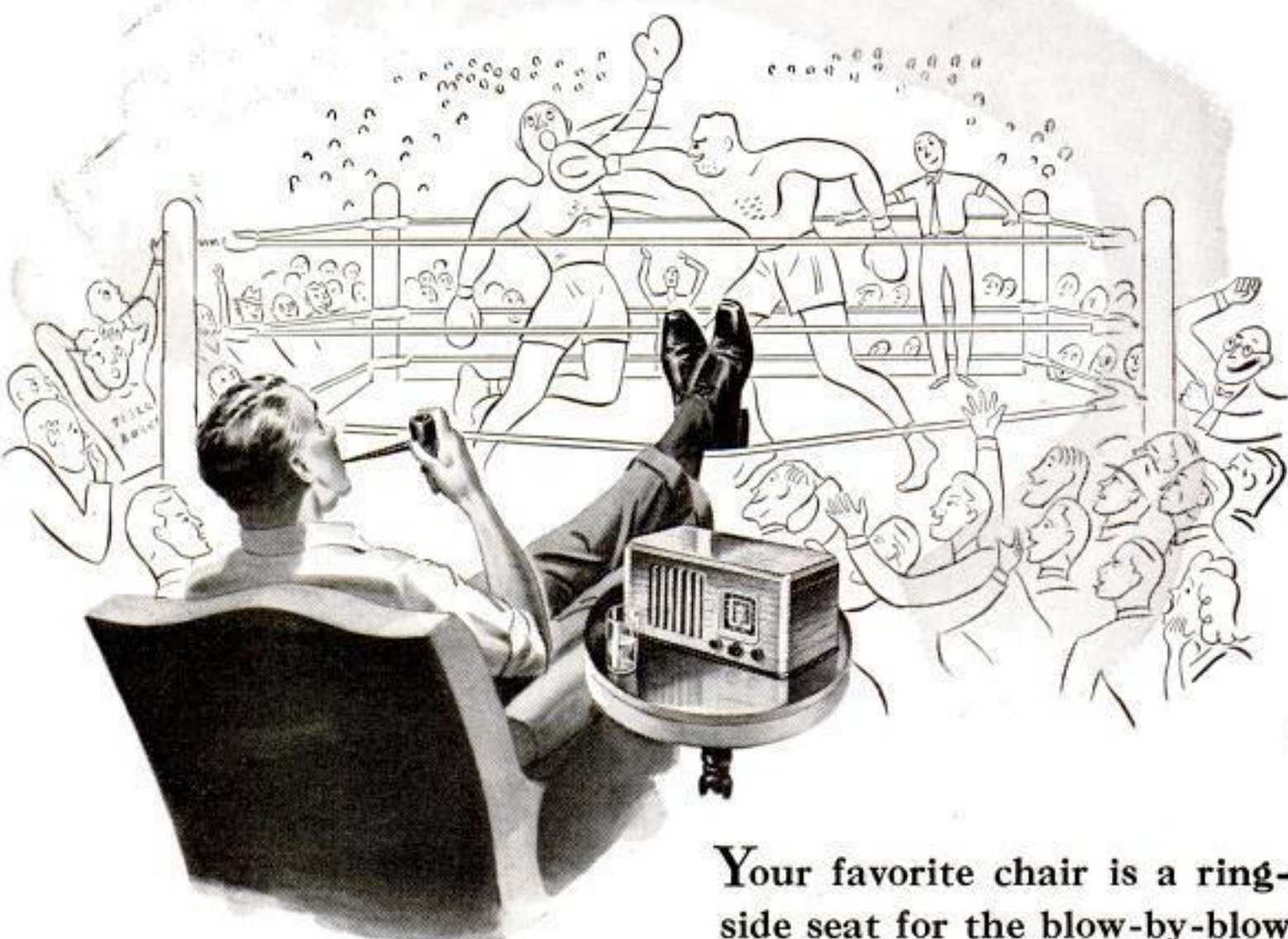
McNary is a specific antidote for all political handicaps the No. 1 member of the ticket carries into the campaign, particularly west of the Mississippi. Willkie has been the head of a far-flung utilities empire, the



McNary and his closest crony, Senator Arthur Capper of Kansas, talk politics in a Senate reception room. They live in nearby suites at the Mayflower Hotel. Bow tie is McNary's badge.

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YOU'RE THERE WITH A CROSLLEY



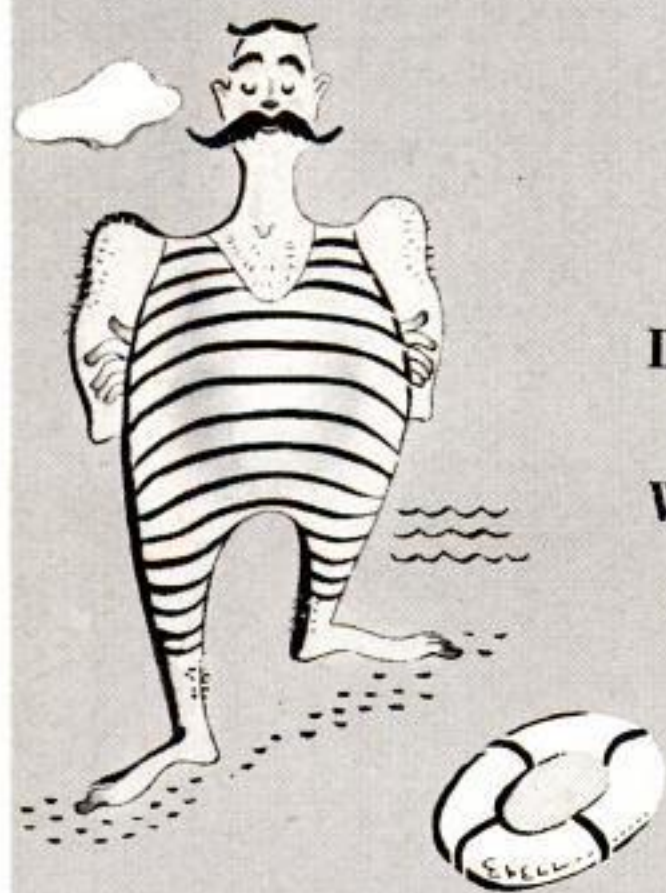
CROSLLEY RADIOS

Your favorite chair is a ring-side seat for the blow-by-blow descriptions of the big fights.

The Crosley radio line for 1941 runs from \$7.95 to \$149.95. It includes table models, consoles, radio-phonograph combinations with and without automatic record players, home recording devices, portables and auto radios . . . The model illustrated has

American broadcast and international short wave bands, personal tone control, five tubes and ballast, for A. C. or D. C. and is priced at \$19.95. Prices slightly higher in the far West and South. Visit the Crosley Building at the New York World's Fair

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THE HOME OF WLW, THE NATION'S STATION—70 ON YOUR DIAL



**Do you remember the bathing suits long?
Forget them, they were a fright.
Worth remembering today is Ronrico,
For rum highballs or cocktails, just right.**

There is as much difference in rums as between the old-fashioned and modern bathing suits. You'll discover this

remarkable difference when you taste Ronrico, a smooth, mellow rum, worthy of the name. People who cultivate a taste for this fine rum, regard it as the choicest of distilled spirits. There are many rums under many confusing names. Remember Ronrico, buy it, sip it straight, slowly get the real taste of this fine West Indies product which sells at a very low price because you pay no duty.

remember
RONRICO
BEST RUM - BAR NONE

SEND FOR "CHICO'S A TO Z DRINKING GUIDE" RONRICO CORP., MIAMI, FLA. GOLD & WHITE LABELS 86° RED LABELS 90° & 151°
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The McNary face: at left, as a solemn boy of 8; center, as a young lawyer just out of Stanford and first baseman on the Salem baseball team; at right, immediately after his election to the Senate in November 1918 when his chief interest, he said, was "nuts."

CHARLES McNARY (continued)

Commonwealth & Southern Corp., and became a national figure waging its battles against the competition of the Tennessee Valley Authority. McNary has been the most consistent Republican Senate supporter of TVA and was scolding the Power Trust in the days of Coolidge normalcy. Willkie has said it is "uneconomic and fallacious" for the Government to construct power dams. His running mate is the sponsor of the 576,000-h. p. colossus that cost Uncle Sam \$75,000,000 to build at Bonneville on the Columbia River.

Willkie favored all aid to England and France short of war. McNary is one of the Western isolationists who opposed both repeal of the arms embargo and delivery of American military equipment to the Allies. Cordell Hull's reciprocal trade treaties get Willkie's O. K. McNary claims the Hull treaties have weakened the agricultural market and he persuaded a preponderance of Western Senators, Democrats as well as Republicans, to vote against their extension.

Willkie has been critical of excessive Government spending and believes prudence in this respect would be a go-ahead signal to business. As early as 1918 McNary began getting re-elected by telling the home folks how much Federal money he was wangling for Oregon.

As to whether a Presidential candidate and a Vice Presidential candidate should present quite such a complete contrast, opinions differ. "Mr. McNary is an unhappy choice for Vice President," declared the *New York Times*, "because in many of the things that matter most, Mr. McNary's views are the complete negation of Mr. Willkie's views." The *St. Louis Post-Dispatch* maintained that the very circumstance to which the *Times* objected was evidence that "in choosing his running mate, Mr. Willkie, the amateur, has made a decision quite worthy of a professional."

Wendell Willkie's selection of McNary as a running mate unquestionably impelled the President to choose Henry Wallace. Until McNary was put on the Republican ticket, Wallace had been so far behind the other Democratic possibilities they could not communicate with him even by smoke signals. Many Party leaders had not considered him at all.

Then the New Deal hegemony decided that the paramount qualification of the President's running mate had to be ability to challenge McNary's appeal to the farmers. Only the Secretary of Agriculture seemed capable of this feat, and Wallace was thrust upon an unwilling Democratic Convention. A Western delegate seconding his nomination shouted, "Henry's our answer to Charley McNary!" The Wallace choice came after reports had been heard in Washington of small-town movie audiences in rural districts who sat silently through newsreel speeches by Roosevelt and Willkie and then applauded lustily when McNary appeared on the screen.

McNary's advice to talkative Willkie

McNary's advice to Willkie, when they met for the first time after their nominations, was: "Don't forget, young fellow, in politics you'll never be in trouble by not saying too much." In almost a quarter of a century in the Senate, McNary has yet to deliver an oration. High on his list of taboos are crescendos, grandiloquence and windmill gestures. He listens to voluble colleagues with amused tolerance. His own remarks are uttered in placid matter-of-fact tones. "If Charley Mac ever really gets excited," says Senator Worth Clark of Idaho, "I'll run for the door because I'll know the Capitol dome is coming down."

Other Senators go to McNary's office for counsel. At sessions of the Republican caucus he quiets down Senators itching to fire oratorical fusillades. He listened to Vandenberg rehearse a speech one day, then said: "That's fine, Van, only don't deliver it again." McNary's serenity enables him to judge politics from a peculiarly detached perspective. This calmness has given McNary a constant strategic advantage over Alben W. Barkley, the bumbling Kentuckian who leads the Senate majority.

With a perky, half-sardonic smile McNary admits political maneuvering is "as enjoyable as golf and considerably less expensive." He gets a malicious pleasure out of instigating embarrassing legislative proposals, occasionally labeled "demagogues," and then

CONTINUED ON PAGE 80



“Get more fire extinguishers . . . they'll cost you nothing in the long run”

THE availability of adequate equipment to fight fire in its early stages plays a part in determining the fire insurance rating of a property. For, without such means of defense, a fire that could be readily extinguished might reach serious proportions.

This was pointed out by the White Fireman* to the owner of a business establishment that lacked a sufficient number of fire extinguishers and pails. The White Fireman urged the installation of an additional quantity of these relatively inexpensive fire-fighting weapons, adding that the expenditure would be eventually taken care of by the saving on fire insurance thus effected.

This was done, and the policyholder was given a lower rating on both building and contents . . . which meant a 20% saving on his fire insurance costs.

*THE WHITE FIREMAN symbolizes the loss-prevention engineering service maintained by this Company to the advantage of policyholders. It is available through any North America Agent or your insurance broker.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of . . .



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DON'T LET THOSE FLEAS STAY ON YOUR DOG



—any longer than it takes you to get Pulvex Flea Powder from your dealer

Among those fleas now on your dog, some may be carriers of tapeworm larva or sarcoptic mange. For fleas, warns U. S. Dept. of Agriculture Circular No. 338, can transmit tapeworms or sarcoptic mange to dogs. Consequently, never allow your dog to remain infested with fleas or lice!

If your dog is scratching, assume he has fleas. Don't take chances! Stop his torments without delay. Protect him against the possibility of getting tapeworms or sarcoptic mange from fleas. Pulvex him at once!

Pulvex Flea Powder kills every flea with incredible speed. None ever revive to reinfest. Also destroys lice, ticks, sticktites. Kills fleas, too, when put on a single spot.

As Pulvex is borated, it helps allay itching from scratching. Even more important—

YOUR DOG WILL BE ABSOLUTELY PROTECTED AGAINST FLEA INFESTATIONS if you use Pulvex by the astounding "minute-a-week" control method described in folder on can. Is your dog scratching? Then act! Get a can of Pulvex Flea Powder at once! At drug, department and pet stores, 50c.

ASK DEALER TO SHOW YOU THIS FOLDER



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PULVEX FLEA SOAP oils and grooms the coat, deodorizes, cleans and destroys the fleas, only 25c!

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For your convenience . . . this mark of identity in a store quickly calls attention to LIFE-advertised products.

TORRID TEST in HAVANA

TEMPERATURE 81°



NO UNDERARM ODOR AFTER!

Yes, you can rely on Yodora's protection! Even under conditions that put a deodorant to the severest kind of test! To prove it, a trained nurse in tropical Havana arranged this dramatic "torrid test." She asked Miss R. V. to make the test. After using Yodora, Miss V. danced 4 hours, 30 minutes . . . at a temperature of 81°! Yet after this severe test, her underarms remained untainted! . . . Amazingly efficient—

Yodora seems as silky, delicate and lovely as your face cream. Will not spoil fabrics—leaves no unpleasant smell on garments. Jar 10¢, 25¢ or 60¢. Tube 25¢. McKesson & Robbins, Inc.

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I LEARNED THIS



FROM MOTHER



28 years ago, Sani-Flush was introduced. It freed mother from bathroom slavery. This powdered chemical keeps toilets clean and sanitary. It removes rust, grime, incrustations. It has no odor. It cannot injure plumbing connections.

For 28 years, Sani-Flush has been the easiest and best known way to keep toilets sparkling clean. Just sprinkle in a little of this powder twice a week. (Also effective for cleaning out automobile radiators.) See directions on can. Sold by grocery, drug, hardware and 5-and-10c stores. 10c and 25c sizes. The Hygienic Products Co., Canton, O.

Sani-Flush

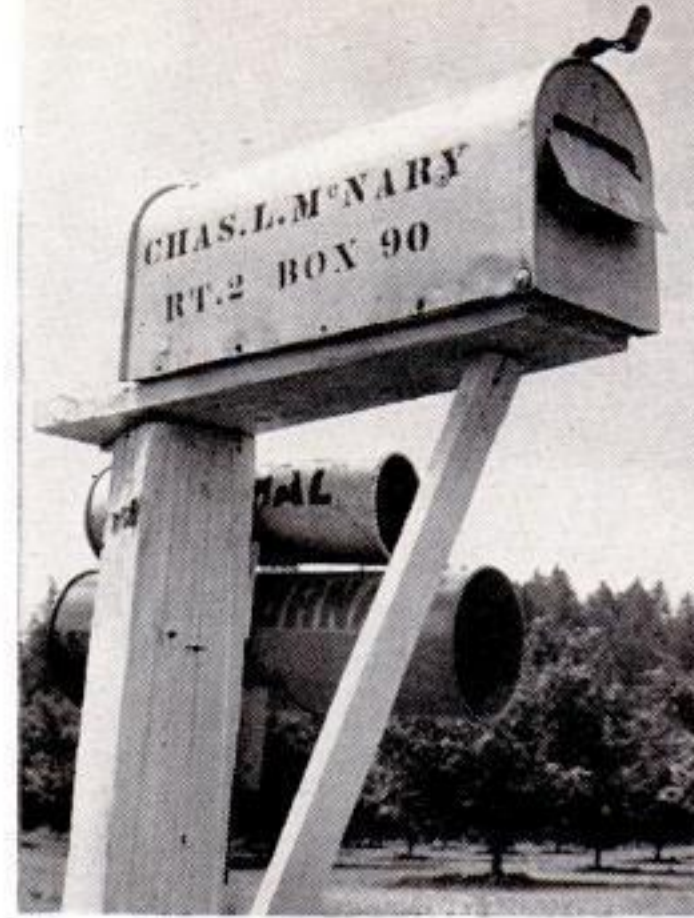
CLEANS TOILET BOWLS WITHOUT SCOURING

TRUTH ABOUT CORNS



● Corns are caused by pressure and friction. But now it's easy to remove them. Fit a Blue-Jay pad over the corn. It relieves pain by removing pressure. Special formula acts on corn—gently loosens it so it can be lifted right out. By avoiding pressure and friction that caused corn, you can prevent its return. Get Blue-Jay Corn Plasters —25¢ for 6. Same price in Canada.

BAUER & BLACK BLUE-JAY CORN PLASTERS



His mailbox stands in front of his filbert orchard. Newspaper holders are for the Salem Capital Journal and the Portland Journal.



His farm foreman, Ben Peterson, reads letter from the boss. Fir Cone makes a profit of several thousand dollars.

CHARLES McNARY (continued)

watching Barkley and the top-heavy Democratic majority struggle to find a safe retreat. A favorite form of this wife is to up an old-age pension minimum or insert a union wage-scale clause in a housing bill. The 23 Republicans in the Senate can enthusiastically back the "demagogues" but the majority Party, faced with responsibility, must either vote them down or find more money.

In spite of his partisan finagling, Party ties fail to shackle McNary on issues affecting agriculture. The Republicans, as sworn enemies of "New Deal Socialism," are in an awkward position when their leader demands that People's Utility Districts, organized by farmers in the Pacific Northwest, be given prior claim over power companies to the juice from Bonneville Dam. Every so often Republicans outside the Senate wonder publicly why the Party does not acquire a leader there who is a Republican first and a farmer second. That the Party has not done so is certainly a tribute to McNary.

Fir Cone: his home and inspiration

Fountainhead of McNary's fervid allegiance to agriculture is Fir Cone, the farm the Senator's pioneering grandfather from Tennessee homesteaded in 1845 at the end of the Oregon Trail. Fir Cone is in a timbered pocket five miles from the State capital, Salem (pop. 30,744), and 19 miles from the settlement of Champoeg, where frontiersmen organized the first provisional government in the sprawling Columbia Basin. A hundred acres of it are in walnuts, 50 in filberts and 50 in cherries and prunes. Douglas firs 175 ft. high that were growing before the discovery of America cover the other hundred acres. Cones plunk on the roof of the \$6,000 white-shingled bungalow that the Senator and his wife built in 1926 and fitted with only one spare room so they could not be harassed by a houseful of guests. Tiny fir trees are carved in the green shutters. Back of the bungalow is a playhouse that David Lynn, architect of the U. S. Capitol, designed for the McNary's 5-year-old adopted daughter Charlotte.

Around the bungalow in a fir-rimmed curve twists Claggett Creek, named for the Senator's ox-driving maternal grandfather, Charles Claggett. Rainbow trout lie in its riffles, and from a lonely stump on shore McNary's best friend, the late Senator Jim Couzens, multimillionaire progressive Republican from Michigan, caught his first fish. A dozen times at Fir Cone—knocking golf balls across the putting green, sauntering in the arboretum of evergreen trees which may some day be deeded to the State of Oregon, rowing a little white skiff down toward the Willamette—Couzens tried to convince McNary he should run for President and promised to finance the campaign to the limit. Twice he offered to make out a check for \$100,000 right then and there. "No use; can't be done, Jim," was the inevitable reply.

As he lopes around his farm with a long hiker's stride, McNary opens his jackknife and jerks up weeds. McNary is fussy about his looks as well as Fir Cone's. Never on the farm is he without a tie, generally a stubby black or red bow. He constantly flicks imaginary dust from his shoes. His neighbors, to whom he is "Charley Mac," consider him a country squire rather than a bona fide dirt farmer, although Zero Polaire, master of the Salem Grange, says he is wiser in the ways of farming than anyone else in the valley. Other orchardists come to Fir Cone for seeds and advice. Before they go the Senator ladles them out a dish of the beans which he boils with molasses in the kettle that hangs in the fireplace of the 18-by-24-ft. living room.

McNary was the first farmer in Oregon to plant filberts on any



In this bean pot, tended by Charlotte and Mrs. McNary, the Senator cooks beans and molasses for his guests.



A coat of paint, applied by boyhood friend Mark Buell, spruces up the cottage for visit by Willkie. Note fir tree on the shutter.

considerable scale and wrote articles about the innovation for local farm papers. He developed the Imperial prune, the largest on the market, and sent pits all over the world. The same pickers have come to his place for eight years. Most of them are nearby ranch hands. A few are migratory laborers who hit U. S. 99 every summer. They average approximately \$4.50 a day and do better when the trees are heavy. McNary takes juvenile pride in Fir Cone and keeps a scrapbook of poems he thinks descriptive of its landscape.

McNary spends his mornings outdoors. In the afternoon, unless he has visitors, the Senator reads. Stacked on the living-room table behind a picture of Indian-fighting General Nelson Appleton Miles are the books the Senator has been reading lately—Edward Bellamy's venerable *Looking Backward* (for the fifth or sixth time), *Jefferson and Hamilton* by U. S. Ambassador to Chile Claude G. Bowers, Frederick Lewis Allen's *Since Yesterday*, a first edition of the works of the Western frontier poet Samuel Simpson, *The Sunbonnet Babies* by Eulalie Osgood Grover, read aloud to Charlotte at evening and Volume III of *Our Times* by Mark Sullivan.

Cornelia Morton McNary, enthusiastic and youngish, thinks her husband's reading selection too serious and buys him detective fiction and light novels, which he tosses aside. She met the Senator at a small dinner party in Washington, where she was living with her father, a U. S. Army major. They were married two days before the end of 1923 in Chicago. A descendant of Editor Horace Greeley, Mrs. McNary now believes her ancestor's advice to go West was good.

He works his way through school and college

McNary's first wife, the daughter of a prosperous Salem merchant, was killed in an automobile accident in 1918. The year he was married was also the year he went into politics and became assistant to his elder brother John who had been elected district attorney of the county. Both McNary boys had scrambled hard for legal educations with not much help from their inheritance. Charles, born on the farm June 12, 1874, put himself through high school working in a tree nursery in Salem for \$1.15 a day. While grubbing in the loamy soil he could watch members of the Legislature going into the State Capitol across the street. This first contact with politics impressed on him the fact that a politician's lot was easier than a workman's.

One of McNary's friends, a young fellow his age named Herbert Hoover who had been living in Salem with relatives, had gone to Stanford University and found work in a laundry. McNary decided he could do what Hoover had done. He went to California on a lumber boat and earned his way at Stanford waiting on tables. His long arms could hold three platters of stew at once. Law classes and his limited finances gave him little chance for social activities. McNary came home from Stanford in 1898, passed the bar, played first base on the Salem baseball nine and pushed a cart in the volunteer fire department. He and his brother ran the county prosecutor's office for a while and later built up a substantial legal practice handling property transactions. He attended the Baptist Church and taught real property at Willamette University, a local Methodist college.

Middle-of-the-road propensities soon began to stick out all over McNary. He did Republican precinct work but led a revolt in the Salem commercial club against the choking off of waterfalls by private power companies. Although he supported the initiative and referendum and other progressive movements then stirring in Oregon, he never scooted off with the progressives when they put up independent candidates. This policy he has always followed, deem-

CONTINUED ON NEXT PAGE

RAZOR BLADES SOMETIMES CUT THE CUTTER. WHEN THEY DO AND CUTS NEED BANDAGING...

USE A READY-MADE BAND-AID (AFTER TREATING THE CUT PROPERLY). NO FUSSING WITH AWKWARD, HOME-MADE BANDAGES.

BAND-AID IS NEAT AND CONVENIENT. JUST STICK ONE ON—IT STAYS ON—EVEN ON HARD-TO-BANDAGE PLACES. KEEP A BOX HANDY FOR MINOR CUTS, BURNS AND BLISTERS. 19¢ FOR 36 ASSORTED SIZES.

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Reg. U. S. Pat. Off.
ADHESIVE BANDAGES

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Whether you are flat-chested, overdeveloped or normal—whatever your size, age or degree of development, you will enjoy Life for its healthful corrective support and the youthful separated uplift it will give you. There's Day-Life, Night-Life, and Sports-Life for all occasions—you'll want all three. At all better shops and corset departments.

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► Here's a "success" secret you won't find in a book of etiquette: Keep your complexion radiantly fresh and young by using the new April Showers Make-up.

THE POWDER WINS PROPOSALS!

It has "oomph". So light and fine—"the clinging kind"... Makes your skin satin-smooth. *Thrilling skin-tones.*

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It gives youthful radiance. Goes on evenly. Remains till removed. *Impetuous shades.*

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Its *permanent-finish* keeps it intact. Lips stay young, bright, lustrous—just the way you make them—come what may! *Vivacious colors.*



SPECIAL INTRODUCTORY OFFER
\$1.29 Value for 79¢
 Regular 50¢ Flacon of April Showers Perfume FREE with each purchase of Large-size Face Powder.
CHERMAMY
 PERFUMER

CHARLES McNARY (continued)

ing it wiser to work for reform from within the Party than to stalk away and abandon the Party machinery to the reactionaries. In 1913 a Democratic governor appointed McNary to a vacancy on the State Supreme Court and a year later he ran at the polls to retain the post. After nine agonizing weeks of recounts in all 36 of Oregon's counties, the result was Charles L. McNary, 34,608 votes and Henry L. Benson 34,609.

War agitation hastened the death in 1917 of ailing U. S. Senator Harry Lane of Oregon, one of the six "willful men" who voted in opposition to America's participation. McNary, then chairman of the Republican State Committee, satisfied the main requirements of a successor. He got the appointment and the next year was elected to the full term, campaigning on a platform of preferential homestead rights for soldiers and sailors, women's suffrage, help for the small farmer, more irrigation projects for Oregon and vigorous prosecution of the war "to crush autocracy."

Almost but not quite an insurgent

Most of McNary's career in the Senate has been spent in the neutral territory separating the G. O. P. conservatives and insurgents. Often he was the only liaison between the two encampments. He has hovered most of the time on the periphery of the Republican left, backing Government operation of the Muscle Shoals power plant which would one day be the first unit of the TVA and cause Wendell Willkie a lot of trouble. Yet he never thought of bolting the Party when the elder La Follette ran on a Progressive ticket in 1924.

Economy, in practice if not in theory, went out the window early in McNary's Senate career. One year his campaign literature shamelessly advised constituents exactly "what this influence and this prestige of Senator McNary means to Oregon's future welfare:"

"It means government funds for Oregon's agricultural, livestock and fruit industries.

"It means government funds to build Oregon's public roads, forest roads and trails.

"It means government funds to harness Oregon's streams and convert them into power to grind its grain, spin its wool and turn its wheels of industry.

"It means government funds to preserve and develop Oregon's fishing, game and scenic resources.

"It means government funds to transform Oregon's arid, swamp and logged-off lands into orchards and fields of grain.

"It means government funds to improve Oregon's rivers and to make its harbors into ports of the first magnitude."

McNary applies to Washington the same unruffled affability that has succeeded in his home State. He is a conciliator, ready 24 hours a day to forgive and shake hands. He had a cordial visit at the White House the afternoon after Calvin Coolidge vetoed the McNary-Haugen Bill. As soon as the clerk has announced the result of a Senate roll call, McNary, to all intents and purposes, forgets who voted which way and why. His friendship exacts no ideological prerequisites. He strolls about the Senate, bending over the white head of Carter Glass one minute and giving Gerald Nye an encouraging pat on the shoulder the next. He is wary of any political caldron that threatens to boil over into personal animosities. He ducked a vote on the Supreme Court appointment of Senator Hugo L. Black. Although definitely opposed to a third term for any President, he squelched as "ill-mannered" an attempt to haul the Senate into the rumpus with a resolution aimed against a third term for Franklin D. Roosevelt.

This deference to personal amenities has bridged many political

Jake is a mongrel dog McNary found wandering along a road near Fir Cone eight years ago. Now the Senator never writes home without inquiring about Jake. He loves animals, permits no guns on his farm, has given up fishing his own trout stream.



Summer Entertaining features "COOLER" made with Wine



LIKE TO SET before your guests a drink that really beats the heat? This "wine cooler" ice cold and tangy in a tall glass...fragrant and colorful...is now rated "tops" by many smart hosts and hostesses. Part of the charm of a wine cooler is that it's on the moderate side. Here's how to make your first wine cooler...



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**FOR THE 1 MAN
 IN 7 WHO SHAVES
 EVERY DAY**

**A Special Shave Cream—It's
 Not a Soap, Needs No Brush!**

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition Williams, for 100 years makers of fine shaving preparations, has now developed GLIDER—a special cream for daily shavers. With no soap base, it's a complete departure from ordinary shave creams. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly, gently your razor glides over your skin. Like a cold cream, Glider helps smooth, soften your skin and prevent chapping and roughness.

FREE—tube of Glider. Send name, address today. The J. B. Williams Co., Dept. CG-16, Glastonbury, Conn.

Offer good in U. S. A. and Canada only



Charlotte McNary, the 5-year-old adopted daughter, rides Dandy. When McNary was nominated for Vice President, he called Charlotte from Washington to ask her opinion. Said she: "I'll love you no matter what you are, Daddy, and I love my pony too."

chasms. When McNary was nominated for Vice President a warm letter of congratulation came by messenger from "your old friend, Franklin D. Roosevelt." The President has always been more cordial to McNary than to a lot of the members of his own Party. As he signed the Bonneville authorization Mr. Roosevelt said, "I've got to give Charley his dam." McNary was asked to come to Washington for White House conferences after the war broke out last fall and the President and Hull—although both knew he was opposed to most of their foreign policy—called him in for frequent consultation. It was McNary to whom Hull turned for an appraisal of Senate sentiment on repeal of the arms embargo. The President's debonair pleasantries McNary returns with dry geniality.

His strategy defeats the Court bill

That this friendship has endured is doubly remarkable in view of the fact that McNary devised the strategy that brought about the rejection of the most controversial bill Mr. Roosevelt ever sent to Congress. When the scheme to put six new members on the U. S. Supreme Court was presented early in 1937, McNary heard his friends in the Democratic cloakroom begin to grumble and complain. He hastily imposed silence on his own followers. "Let the fellows over yonder do the talking," he said, gesturing toward the vast expanse of seated Democrats. Around the ash-littered conference table in the caucus room of the minority, he prophesied that for the out-mustered Republicans to inveigh against Court-packing would only solidify the majority. "But," he added, "the Democrats are going to snipe at each other as sure as grass is green, just so long as we don't give 'em any reason to unite in the face of the enemy."

Some G. O. P. speeches broke through this cordon, including one by Hoover that made McNary swear softly, but they were not in enough force to distract the Democrats from one of the most terrific intra-Party rows in Congressional history. Senator Burton K. Wheeler, a New Dealer until that time, led the sortie that rammed the Court bill into a committee pigeonhole. The Republicans in the House of Representatives under Joe Martin, whom McNary considers the smartest leader the G. O. P. ever had there, lay low also and a Democratic Congressman shouted angrily at his colleagues: "You Democrats! Can't you see the Republicans are using you?" By the time the episode was over the G. O. P. had been sufficiently resuscitated to gain seven Senators and 81 Representatives at the 1938 elections.

As Vice President of the U. S., if the Republican Party is victorious this fall, McNary can keep on enjoying the feature of Washington he likes best—the clubby atmosphere of the Senate. He can move behind the scenes, bolstering waverers, winning new converts, whispering mock threats in the ears of the opposition. He can still drive to the Capitol in his Buick with his Negro chauffeur, George Smith, whom he calls "Joe Louis" because he is an amateur boxer, and on bright mornings he and George can get out and walk briskly around two or three blocks for exercise. At lunch in the Senate restaurant he can continue to thumb through farm reports, breaking off now and then to exchange theological opinions with his waiter, John Holloway, a Negro who studied to be a minister. And on Sundays he can take Charlotte for her regular visit to the zoo, where they have agreed upon pet names for most of the animals.

Whether as Vice President of the U. S. Charley McNary can keep on endorsing Government-power projects, isolation, high tariffs and huge outlays for farm relief under a President who believes in none of these things remains to be seen. The country has just been watching a President and Vice President at odds over basic national policies. The difference between Wendell Willkie and his running

CONTINUED ON NEXT PAGE

"Will you have *Thea Sinensis*?" I said brightly



1 Prof. Rittenhouse gave me a "D" in Botany, but when I married his most brilliant student, he called on us. "Ask him to stay for tea," John said, as I went to the door.



2 I left them alone to discuss *Thuja plicata* and *Prunella vulgaris* for a while—then appeared with a tray. "Will you have *Thea sinensis*?" I said brightly.



3 The Professor actually beamed with pleasure. "Allow me to compliment you on your excellent tea," he said, after tasting it, "or, if you prefer, your truly memorable—ah—*Thea sinensis*—ahem!"



4 I showed him the potted tea plant I'd been nursing along. "Here's the secret, Professor—I choose these little, tender, young leaves for making tea. They have the most wonderful flavor!" His jaw dropped.



5 "Do you—do you really mean you grow your own tea?" he asked. "Oh, no, I didn't say that," I said, and brought my package of Tender Leaf Tea from the kitchen. "See, *this* is how I choose—this package contains the choice, young leaves!" "Dear young lady," twinkled the Professor, "I am revising your grade—to an 'A!'"

Your grocer has Tender Leaf Brand Tea in 3½- and 7-oz. packages—and in the new FILTER tea balls. Enjoy the finer flavor and fragrance of the choice, young tea leaves—today!

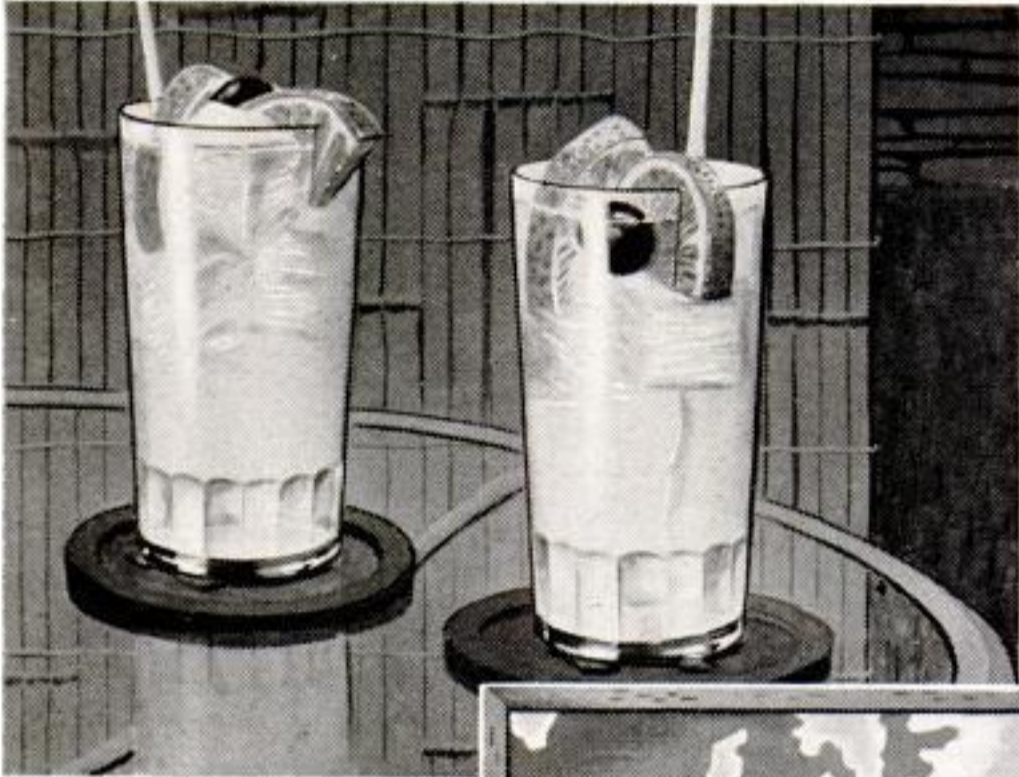
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OLD MR. BOSTON SAYS:

"My Dry Gin has
'17 Flavors in One'
17 Reasons why your
Collins will Taste Better!"



"DISCOVER THE DIFFERENCE IN GINS! Two Tom Collinses may look alike. But what a difference there is in the taste of the one made with my Dry Gin. My gin has '17 flavors in 1,' 17 good reasons why it gives your Tom Collins a tempting new zest . . . a distinguished personality all its own!"

"FROM THE ENDS OF THE EARTH, I gather my flavors. There's coriander from Morocco, aniseed, angelica root, mace, orange flowers . . . 17 in all . . . all imported! Each of these rare flavors contributes to my gin's distinctive taste . . . its smo-o-oth character."



"JUST AS A CHEF creates a sauce, so I blend my flavors with expert skill to attain the subtle tang and superb bouquet you'll find only in Old Mr. Boston Dry Gin. Tonight—enjoy a tongue-tickling treat! Try a tall, frosty Tom Collins made the Old Mr. Boston way . . . as only my quality dry gin can make it!"



OLD MR. BOSTON DRY GIN

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TRY OLD MR. BOSTON SLOE GIN—AMERICA'S LARGEST SELLER! 70 PROOF

CHARLES McNARY (continued)

mate is pointed up by the power issue. Willkie has said that it is his patriotic duty "to do what I can for the preservation of public utilities privately owned." McNary has advocated "the principle that the people come first when the ownership, development and control of the waterpower of the nation are considered." He was one of the few Republican Senators who voted for the bond issue that TVA used to buy out the Tennessee properties of Willkie's company. No divergence half so sharp as this appeared between Franklin D. Roosevelt and John N. Garner when they were meshed into the Democratic tickets of 1932 and 1936.

Before perpetual warfare is foreseen shaking the next Republican administration, other factors must be considered. McNary is not nearly so New Dealish in all matters as he is with respect to problems directly or indirectly involving the farmer. Oregon and Fir Cone dominate his horizon. He stubbornly resists economy drives aimed at "poor farmers in the hinterland" but has helped trim funds for relief and other functions primarily important to metropolitan areas. McNary's love of the West amounts almost to a sort of regional nationalism and he has been mistrustful of the recent concentration of authority in Washington. He is a decentralist who fears that complex regulation along a 3,000-mile line of communication could reduce the Pacific Northwest to a colonial-empire status. His agrarianism, anchored in the Populist background of Oregon, is individualistic and has never synchronized with what he terms "collectivist values." He wants the farmer to receive benefit payments but he believes the checks should be handed out by a county or precinct agency rather than a Federal bureau. The WPA scandals in Pennsylvania and Kentucky disturbed him and he has demanded that relief management be turned over to the States. He felt that Court-packing was a real threat to civil liberties. In most of these things McNary squares with Willkie. He particularly approves Willkie's statement that "we do not want monopolistic government any more than we want monopolistic industry."

Concessions were granted on both sides before the Republican ticket was formed. At first McNary would not accept. Then it was pointed out that Willkie whom he had never seen personally wanted him as his Vice Presidential nominee. He was told that Willkie recognized their variance on certain questions but believed compromise could certainly be reached. McNary, who considers compromise the oxygen of politics, agreed to run. His wife, buying veal cutlets in a Salem meat market, would not believe it when the butcher told her the nomination of the Senator for Vice President had been announced on the radio. McNary had wired her the previous night that he would not accept.

Precisely how Willkie and McNary will compromise their differences no one knows yet but in view of McNary's genius for conciliation it is reasonable to guess that an area of agreement will be reached. Now that they have met at last, McNary likes Willkie and says with considerable animation that his running mate has a lot of drive and color. Otherwise the senior Senator from Oregon is as placid and imperturbable as ever. He has demonstrated no excitement over the fact that his popularity in the West may be a determining factor in a crucial national election. So far as politics are concerned, he has been everywhere and seen everything. He has no illusions about why men get high public office or why they leave it. Of the 95 Senators who in 1917 watched him come down the aisle to be sworn in, only nine are still present.

"You know," McNary says, leaning back beneath a long picture of Fir Cone's orchards on the wall of his office, "most men are thrown into public service through accident rather than design. And when they are put in the harness, there they usually stay until their constituents decide to give them their freedom."

He can't get his hats straight. At Capitol reception for King and Queen of England (left), where he should wear silk topper, he wears opera hat. (Joe Martin is even worse in a derby.) At right: with Mrs. McNary he wears Western hat with white tie.



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LIFE'S PICTURES



Mr. and Mrs. Otto Hagel, who photographed the Elwood, Ind. story on pages 37-44, are shown inspecting a negative in front of a laboratory ground glass. Together and individually they have a long list of LIFE stories to their credit, Mrs. Hagel being known to readers of LIFE's credit index as Hansel Mieth. When working together, both cameras are usually set up for a shot but one photographer makes the arrangements and tries to make the subjects forget the camera while the other actually trips the shutter. There is no hard-and-fast division of labor so the Hagels frequently find themselves using each other's cameras. They usually agree on the major details of a story but each finds fault with the state of repair of the other's camera. Mr. Hagel also took the color picture of Wendell Willkie on page 36.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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- 6—RUDY ARNOLD
- 7—ARTHUR FELLIG
- 8—ACME
- 11—LONDON "ILLUSTRATED"
- 12, 13, 14, 15—PATHÉ
- 16—W. W.—INT.—SOVPHOTO, INT.—ACME
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- 20—L. INT.—INT.—A. P.—ACME; *rt.* FRANCIS MILLER
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- 22—WILLIAM C. SHROUT
- 23—STROCK
- 24—EUR., ACME—EUR., ACME—EUR., ACME
- 27, 28, 31—FRANCIS MILLER
- 32, 34—KARGER-PIX
- 36—OTTO HAGEL
- 37—HANSEL MIETH
- 38 through 44—HANSEL MIETH & OTTO HAGEL
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- 70—EISENSTAEDT-PIX
- 71—MARCH OF TIME
- 72—MARCH OF TIME *exc. t. lt.* EISENSTAEDT-PIX
- 73—MARCH OF TIME
- 74—MARCH OF TIME *exc. bot. cen.* EISENSTAEDT-PIX
- 75—EISENSTAEDT-PIX
- 76—*Bot. lt.* INT.
- 77—CHAS. E. STEINHEIMER—THOS. D. MCAVOY
- 78—*T. rt.* MILTON WERSCHKUL from THE OREGONIAN
- 80—RALPH VINCENT, CHAS. E. STEINHEIMER
- 81—CHAS. E. STEINHEIMER
- 82, 83—RALPH VINCENT
- 84—DAVID E. SCHERMAN, H. & E.
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"I've always dreamed you'd look this beautiful"...



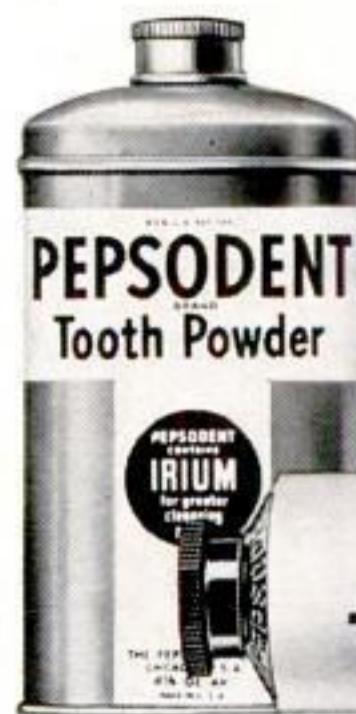
Pepsodent with Irium Cleans Away Dingy Surface-Stains that Hide True Beauty of Teeth

Official Dental Opinion, representing 47,000 dentists, declares Pepsodent Safe, Effective, Truthfully Advertised . . . so you can trust it fully to remove Surface-Stains that make teeth look discolored.

THE beauty of teeth . . . their clear, clean, undulled luster, accents your personal charm. To keep teeth beautiful, remove the Surface-Stains that hide their brilliance. But be sure you do it safely.

You can depend on Pepsodent for the utmost in safety and effectiveness in cleaning away these ugly Surface-Stains. Of all tooth pastes and tooth powders, Pepsodent alone contains Irium, known to dentists as Purified Alkyl Sulfate. Take the advice of the official spokesmen for 47,000 dentists who say Pepsodent is safe, effective, truthfully advertised.

So, you see, you can trust Pepsodent with Irium. You can have complete confidence in what you read in Pepsodent advertisements like this. Switch to Pepsodent with Irium today. See how much brighter your teeth will look when Surface-Stains are gone.



This Seal is Proof
PEPSODENT is

✓ Safe ✓ Effective
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Water shag is danced on sprinkler-covered lawn by John Hubbard and Ann Rutherford (*above left*), Arleen Whelan and Alex D'Arcy. Before came 1 o'clock brunch, afterward water sports.

Life Goes to a Splash Party

Sprinklers and dunkings make cool sport for stars

The temperature was 95° when these pictures were taken. They show Hollywood's newest way of throwing a party, keeping cool and having sport all at the same time. Ingredients for this particular "splash" party consisted of 20 film friends of John Hubbard (featured in Hal Roach's *Turnabout*), five acres of lawn on the Beverly Hills estate of Sam Berch, president of Los Angeles' Arden Dairy, and a complete assortment of hose, buckets, sprinklers and nozzles. Program consisted of dancing in bathing suits to a portable phonograph, wading in the lily pond and fighting a water battle in which any form of splashing, squirting, dunking or dousing went. Best sport was Ann Rutherford, *Gone With The Wind* starlet, who was drenched for two hours by pail and hose (at left with John Hubbard, on opposite page with Alexander D'Arcy and Arleen Whelan) till she lay exhausted on the lawn.



A full-face sprinkle is what Ann Rutherford got when she tried to take a drink from a garden hose. Sprinkler is Movie Actor Alexander D'Arcy. Innocent bystander is Movie Actor Rand Brooks.



I'M FOR ICED TEA MORNING, NOON, AND NIGHT. THERE'S REFRESHING COOLNESS, FLAVOR, AND PEP IN EVERY GLASS. ALL THE BOYS DOWNTOWN GO FOR ICED TEA IN A BIG WAY!

DELICIOUS ICED TEA INVIGORATES AS IT COOLS—PERKS SUMMER APPETITES. COSTS LESS THAN 1¢ A GLASS!

MR. ICE CUBE

These good black teas are especially suited to the American taste. For economy and full enjoyment, buy quality tea.



TEA
PEPS YOU UP!



Push-battle is waged between Arleen Whelan, mounted on Alexander D'Arcy, and Ann Rutherford, mounted on Rand Brooks. At this stage the girls had dry hair.



Wet hair and drenched skins ended the day's big battle which Arleen and Ann lost when the men wrapped garden hose around them and thoroughly doused them.

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because... IT'S SURE TO RAIN!

WAS I PROUD OF MY WIFE WHEN THE SALAD CAME IN!

IT WAS THE DRESSING THAT MADE THE HIT! HERE'S HOW TO MAKE IT:

RUSSIAN DRESSING: 1 cup mayonnaise, 1/2 cup chili sauce, 1 tsp. French's Worcestershire Sauce, 1 tsp. Colman's (dry) Mustard, 1/8 tsp. salt, 2 tablespoons minced pimiento, 1 tablespoon minced green pepper, 1 tablespoon chopped pickle. Mix well, serve over hearts of lettuce, shredded cabbage or endive.

FREE RECIPE BOOKLET
Atlantis Sales Corp., Sole Distributor, 3354 Mustard St., Rochester, N. Y. Please send me 12 new Colman's recipes.

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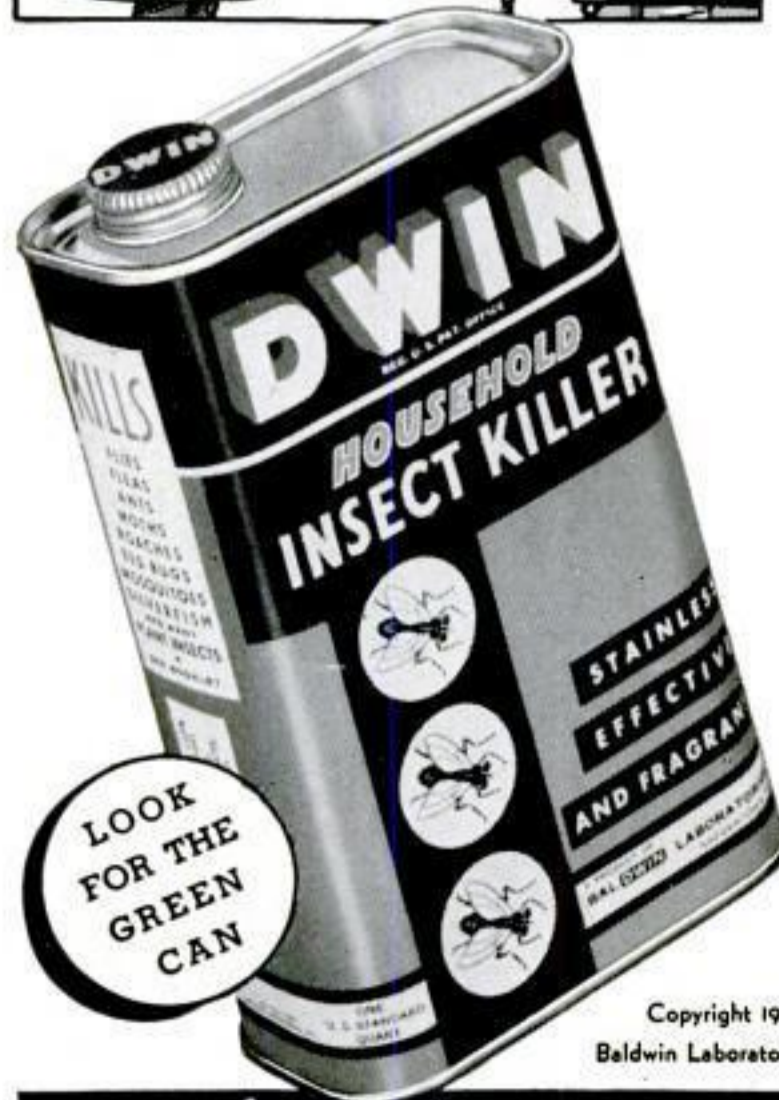


Ann restores her dignity after the water war with the help of a make-up mirror on the lawn. By this time everybody was limp and breathless but agreeably cooled.



Wiener bake ended party. Fascinated barbecue novice was Maureen O'Hara, Irish star, who had never before seen the common U. S. hotdog roasted over open grill.

IT'S NO DISGRACE
TO HAVE BUGS



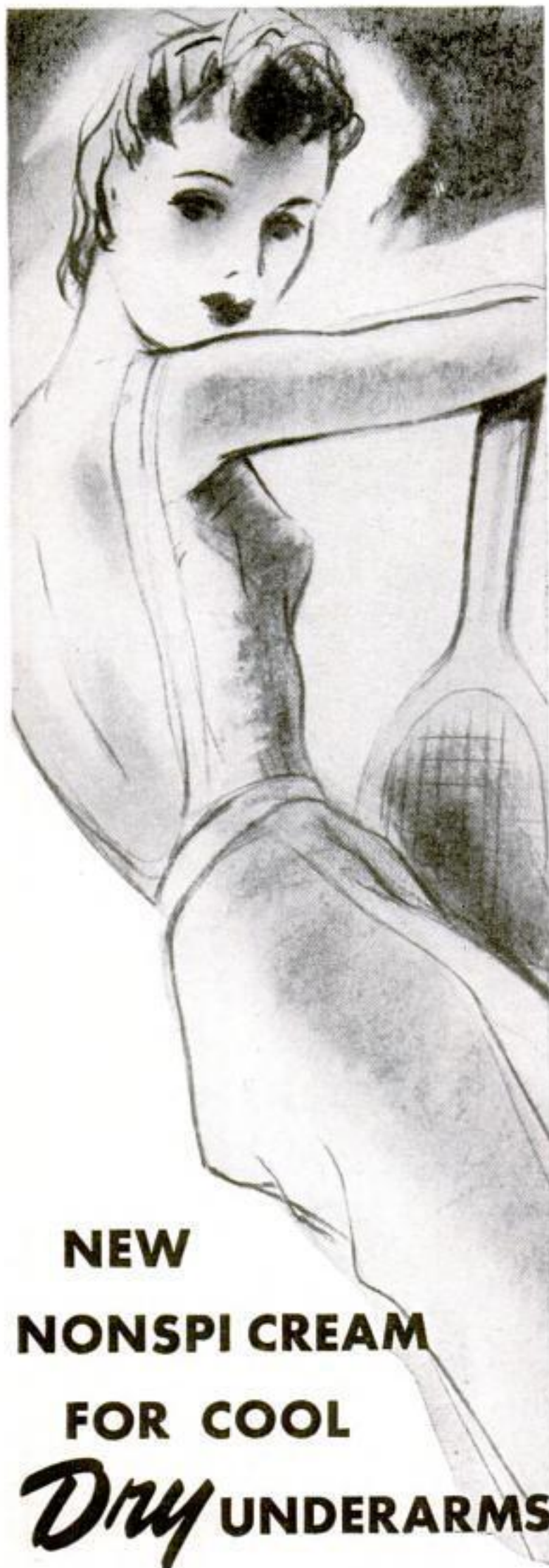
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SOOTHING and cool when applied. Doesn't sting or irritate—even after shaving.

DRIES ALMOST INSTANTLY. Not sticky...a greaseless, stainless cream.

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PICTURES TO THE EDITORS

LIONESSES

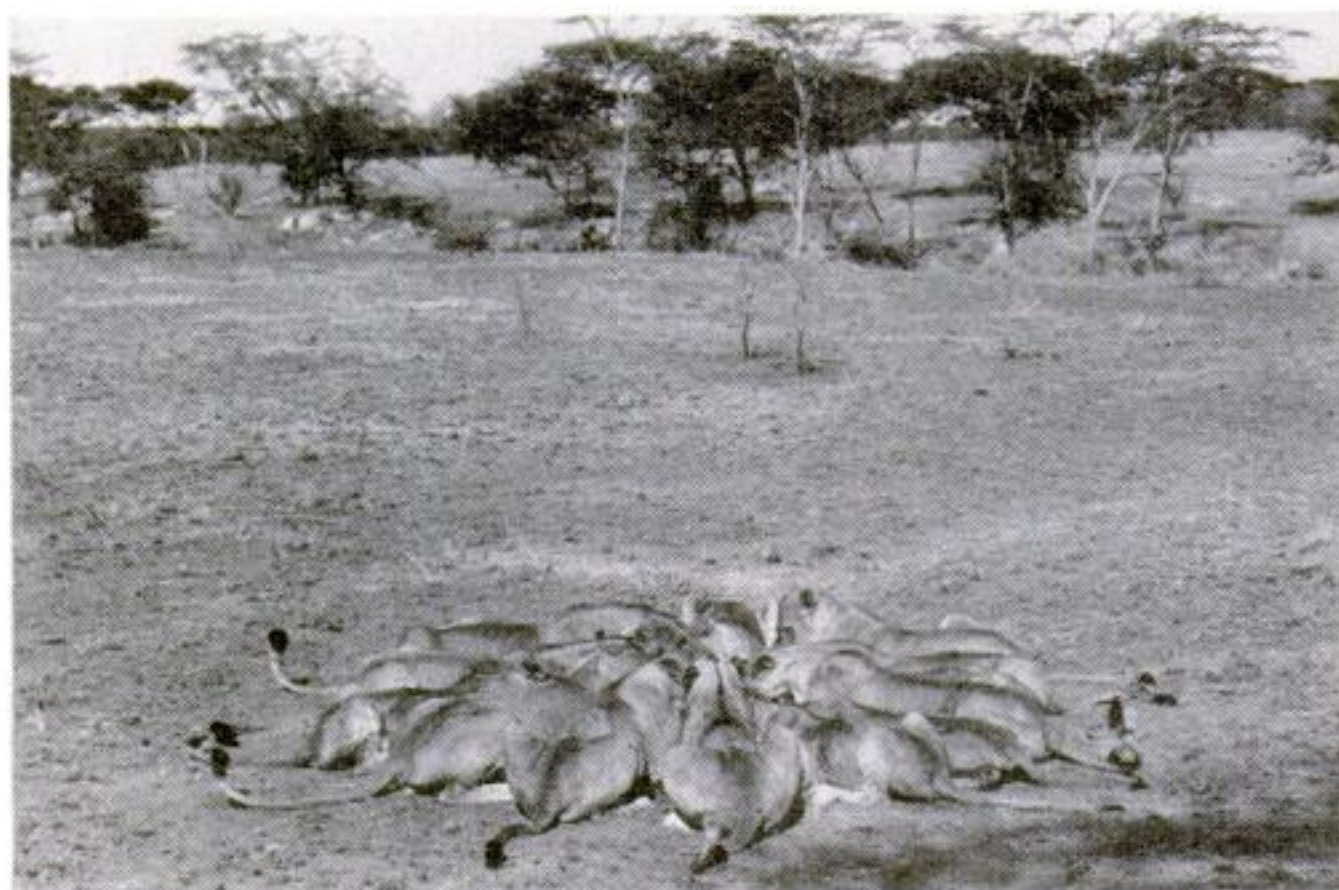
Sirs:

These 13 lionesses are feasting on the carcass of a wildebeest in the Serengeti Game Reserve in East Africa. We towed the dead animal behind our lorry until we had attracted them, then cut it loose and

took this picture. When they first started eating, all that could be seen moving was their 13 black-tipped tails. Later, as the supply diminished, there were plenty of snarls and squabbles.

ELSPETH HUXLEY

London, England



NICKEL BABY

Sirs:

To finance the arrival of Paul Dunn Hinton, Mr. and Mrs. Elmer Hinton of Charleston, Mo. saved a nickel a day for

1,570 days. Democrats will appreciate the fact that Mr. and Mrs. Hinton's hoard (*on the table*) consisted of nothing but Jefferson nickels.

ANNE LATIMER

Charleston, Mo.



LAST SAFARI

Sirs:

This is what happens to good and faithful trucks when they die. The last resting place of this transport truck that accompanied the Denis-Roosevelt Belgian Con-

go Expedition (LIFE, June 20, 1938) is an automobile graveyard a few miles from town. It was bought in Washington, D.C. by the owners of the place and brought here for salvage.

ROLF LENHART

Gettysburg, Pa.



Call for a delightfully cool and refreshing...

Don Q
RUM AND SODA

Enjoy that delicate Don Q flavor in delightful, cool summer drinks.

WHITE LABEL
for cocktails

GOLD LABEL
for tall drinks

Don Q
PUERTO RICAN
Rum

PRODUCT OF DESTILERIA SERRALLES, INC.
PONCE, PUERTO RICO

86 Proof
National Distillers Products Corporation, N. Y.

**GOT
CLOTHESPIN
NOSE
FROM
HAY FEVER?**

Hay fever block up your nose, choke your breathing? A Luden's helps bring comfort, relief. While it melts in your mouth each breath carries soothing menthol vapor to help unlock nasal passages.



Copr. 1940, Luden's, Inc.

**ATHLETE'S
FOOT**

Look between your toes. If they itch, or if the skin is red, raw or cracked—it may be Athlete's Foot. Treat it at once with Dr. Scholl's SOLVEX. Relieves itching; kills fungi of this disease upon contact; helps restore skin to normal. Liquid or Ointment. 50¢ at all Drug, Shoe and Dept. Stores.



Dr. Scholl's SOLVEX

Ever try
grapefruit juice as
a summer cooler?



● During these hot days it's quite a temptation to drink almost anything that's cold and wet. But the question is—what will be good for your stomach?

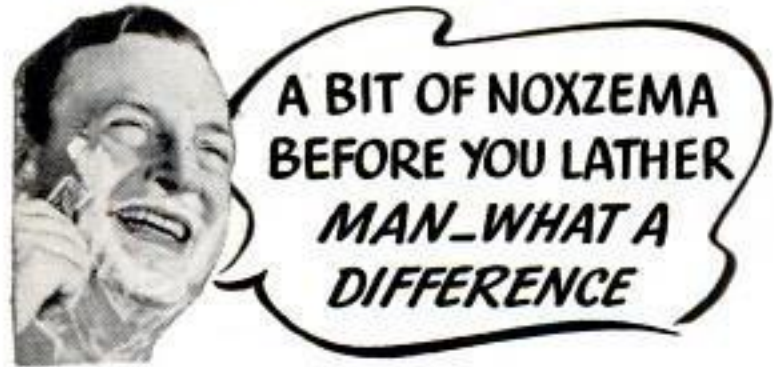
The smart answer to that question is—grapefruit juice—the deliciously tangy canned juice that comes only from Florida grapefruit. Not only is it safe—it's good for you in a dozen different ways. And you can drink all you want!

FLORIDA CANNED GRAPEFRUIT JUICE

FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA

Rich with the facts and the art of our exciting age, **FORTUNE** is a history of today and a book to save for tomorrow.

A NEW WAY TO SHAVE



Barbers find it marvelous for softening beard—for soothing skin

● If you have a tough beard or sensitive skin, try the new shaving trick used by more and more barbers in better shops! They know the way to soften beards and protect tender skin! Just apply a little Medicated Noxzema before lathering—or use Noxzema alone as a latherless shave. Notice the amazing difference. No razor pull! No smarting irritation! And how cool and comfortable your skin feels. At all Drug Stores.



PICTURES TO THE EDITORS

(continued)

ARTISTE

These caricatures were made by Maria Swoboda, a 13-year-old Czechoslovakian refugee. For her faces she uses thumbtacks, paper clips, pencil sharpeners and elastic bands. The first picture is a self-portrait.

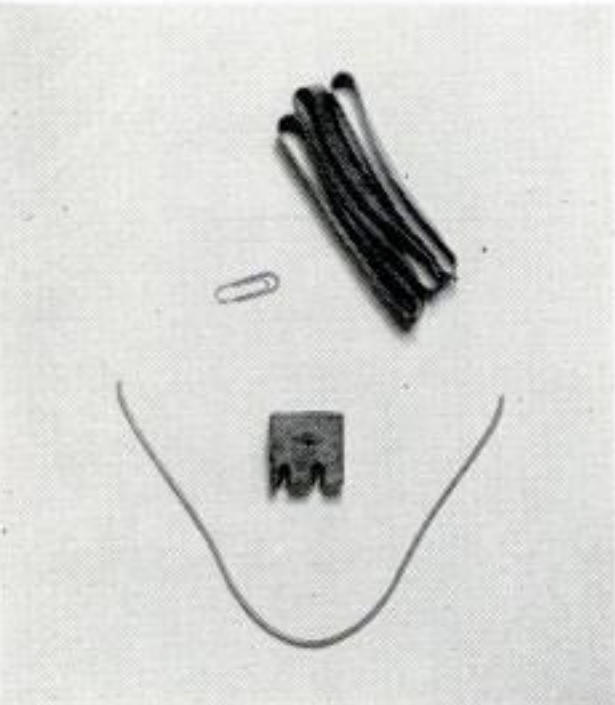
STEPHEN BURNETT
Cambridge, Mass.



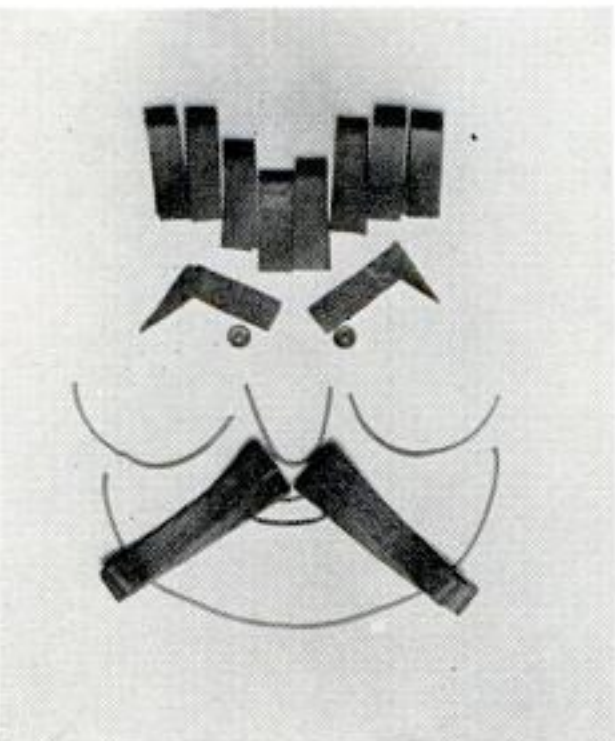
MARIA SIPES FIRST U. S. SODA



WINSTON CHURCHILL LOOKS TIRED

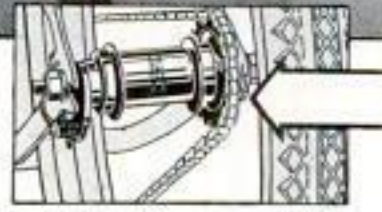
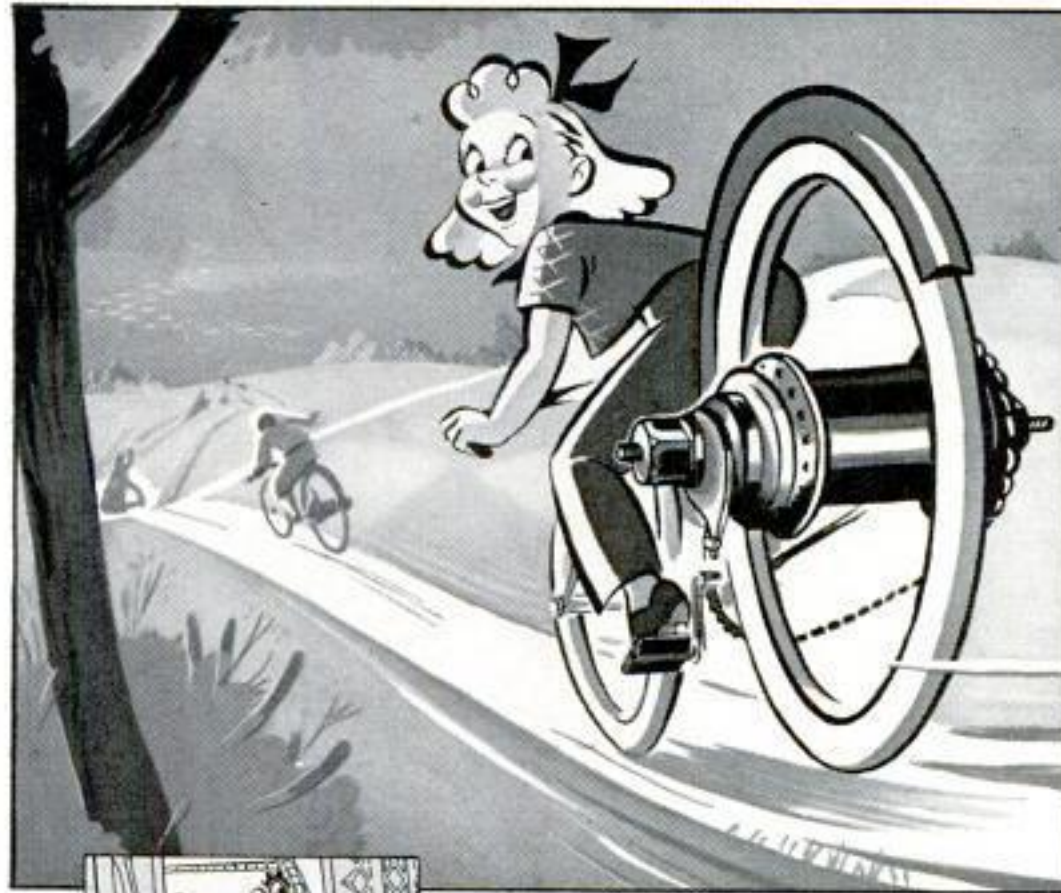


HITLER TOOK MARIA'S COUNTRY



HER STALIN HAS A WILD LOOK

The Heart of the Bicycle **NEW DEPARTURE** *Coaster Brake in the Rear Hub*



LOOK ON THE HUBS OF YOUR BICYCLE FOR THE NAME
NEW DEPARTURE—MOST FAMOUS NAME IN BICYCLING

● Operates from the foot pedals, drives and coasts and brakes better. Lightest weight—greatest braking power—smoother, quicker stops. Factory-adjusted and sealed, it is certain in its action—hot or cold, wet or dry. The genuine costs no more. Over the years the choice of 12 million riders.

"Don't tell me... I can guess! You
changed to a Servel this time!"



... because it freezes *silently* with

NO MOVING PARTS!

● Yes... more and more families every year are replacing other-type refrigerators with the *only* automatic refrigerator whose freezing system has no moving parts to wear or cause noise. See Servel Electrolux at your gas company or local dealer's showroom.



Revolution in
15¢ pipe mixtures—

FIVE!!
COUNT 'EM!

FIVE SUPERB tobaccos in REVELATION. You can see them . . . you taste them in your pipe. This balanced blend provides "bite-free" smoking no straight or near-straight tobacco can possibly give you.

BURLEY

from Blue Grass Kentucky — is the tobacco that makes REVELATION smoke even and clean.

+

CAROLINA

Sunny tobacco flue-cured in Old Carolina—adds sparkle to REVELATION's taste.

+

VIRGINIA

tobacco that's sun-cured and hickory-cured lends spice and body to REVELATION.

+

PERIQUE

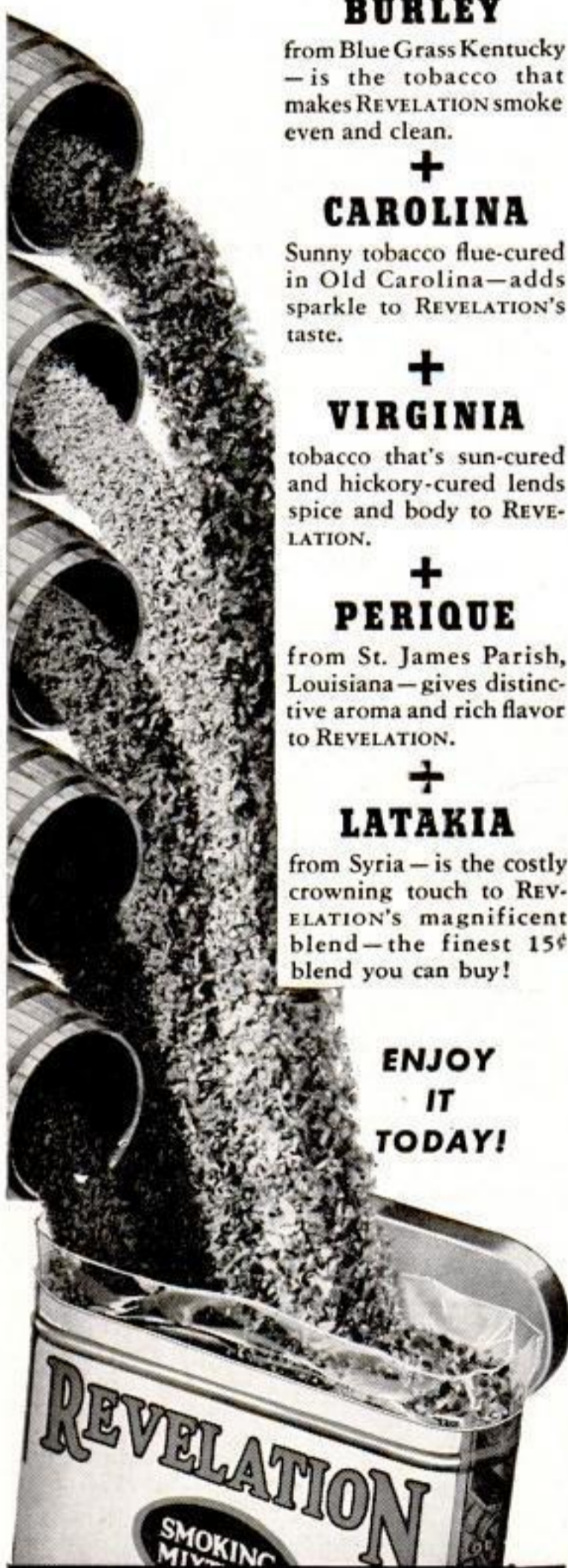
from St. James Parish, Louisiana—gives distinctive aroma and rich flavor to REVELATION.

+

LATAKIA

from Syria—is the costly crowning touch to REVELATION's magnificent blend—the finest 15¢ blend you can buy!

ENJOY
IT
TODAY!



REVELATION
PIPE
TOBACCO 15¢
A Product of PHILIP MORRIS

PICTURES TO THE EDITORS

(continued)

MARION IS NINETEEN

Sirs:

Here is the 19th annual picture (below, right) I've taken of my daughter, Marion. As you can see from your previous pictures (LIFE, Sept. 13, 1937; July 25, 1938 and Aug. 29, 1939), "Mr. Chadwick's little girl" is certainly growing up.

A year spent in preparing for and becoming a part of the business world has done much in adding maturity.

We still haven't been able to get Dad away from his old trunks. Marion, as before, is keeping up with the times.

MRS. F. H. CHADWICK
The Bronx, N. Y.



MARION CHADWICK 1939



MARION CHADWICK 1940

MACK IS TWENTY-EIGHT

Sirs:

Mack is 28 years old now and has been on our farm for 25 years. Mack was not originally designed for passenger-carrying but he's done a lot of it. These two pictures of him were taken 20 years

apart. The passengers in the two different pictures are the same people, sitting in the same positions. They've changed more than Mack.

GENEVIEVE M. BENNETT
Fremont, Mich.



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**Clear, Soothe
TIRED* EYES
in Seconds!**

Only **TWO DROPS** of this eye specialist's formula are needed to **SOOTHE** and **REFRESH** dull, tired eyes . . . Its special **EXCLUSIVE** ingredient quickly **CLEARs** eyes red and inflamed *(from late hours, fatigue, driving, overindulgence, etc.).

Thousands prefer stainless, sanitary, safe **EYE-GENE**, because it is quickly **EFFECTIVE** in making **EYES FEEL GOOD**. **WASH** your eyes with **EYE-GENE** today. On sale at drug, department and ten-cent stores.

USE **EYE-GENE**

Good Housekeeping Bureau Approved

VITAMIN B₁ THE PRECIOUS ENERGY VITAMIN NOW YOURS IN DELICIOUS POST TOASTIES!

**THE ONLY CORN FLAKES
WITH THIS ADVANTAGE!**

An extra food value for you...
and it's yours at no extra cost!



GEE! THESE ARE THE
SWELLEST CORN FLAKES
I EVER TASTED! AND
MOTHER SAYS THEY'RE
EXTRA GOOD FOR ME
'CAUSE THEY GIVE ME
SOMETHING SHE CALLS
"VITAMIN B₁"

Post Toasties now offer a vitally important extra benefit—at no extra cost! The full amount of precious Vitamin B₁ that Nature puts in her choicest corn!



Millions of Americans have always known Post Toasties as the crisp, delicious corn flakes with the rich, real-corn flavor. And today, Post Toasties give you this plus—enrichment with Vitamin B₁—the essential energy vitamin. A regular one-ounce serving of the new Post Toasties with milk gives up to 1/3 the amount of Vitamin B₁ required daily by young children—1/5 the amount required by adults and older children.



Food authorities warn that 3 out of 4 families do not get enough Vitamin B₁—so essential for sound nerves, abundant energy, good appetite and proper digestion. Too often, our favorite foods lose their original Vitamin B₁ content in processing. But now, we've found a way to restore the full Vitamin B₁ value to Post Toasties—the only corn flakes giving you this important benefit!

So get a package of Post Toasties at your grocer's today—and tomorrow morning enjoy this delicious, wholesome breakfast treat!

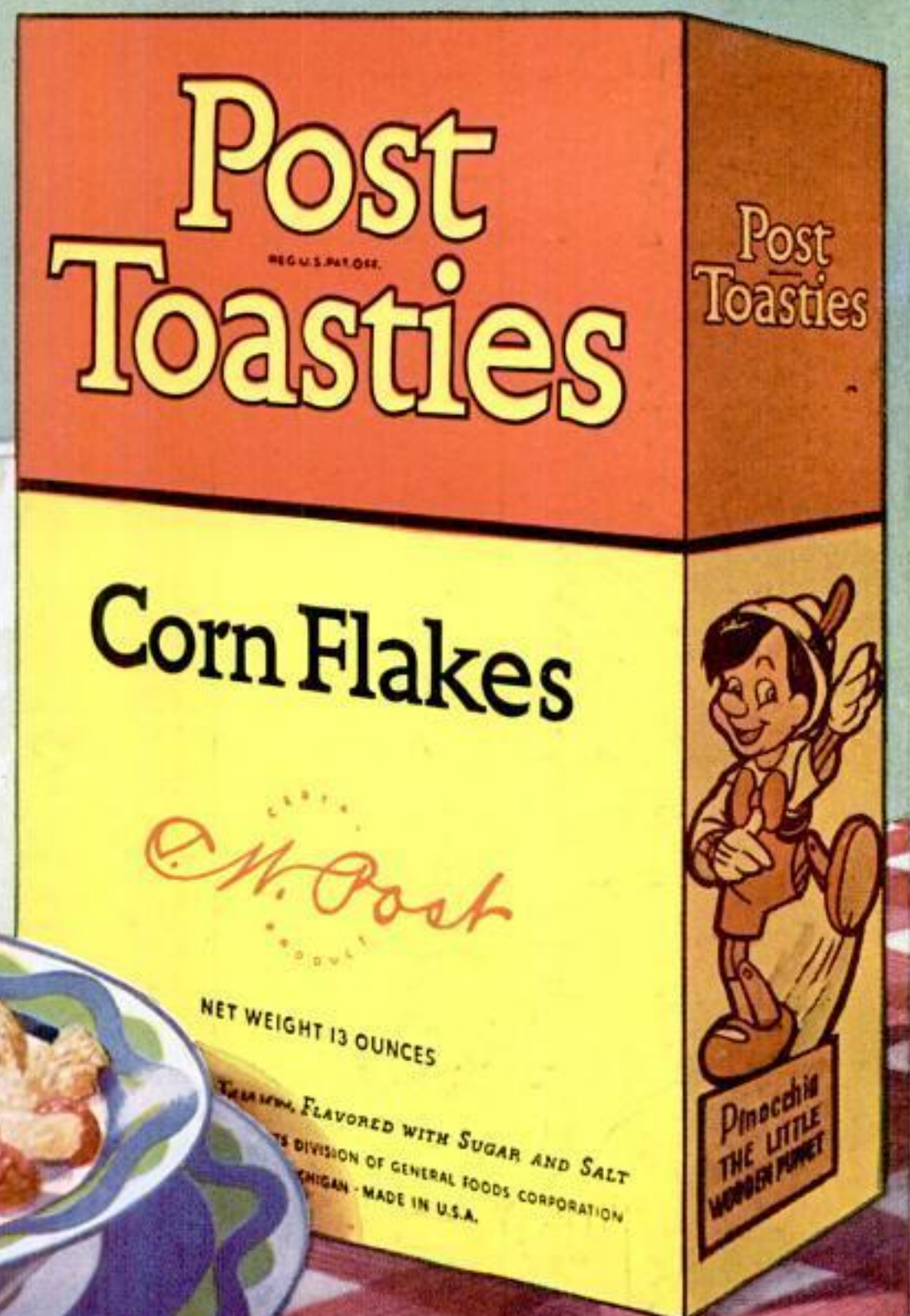
YOU SHOULD HAVE VITAMIN B₁ EVERY DAY! THE EASY, INEXPENSIVE WAY TO GET IT IS IN THE FOODS YOU EAT DAILY. SO MAKE IT A HABIT TO EAT FOODS LIKE POST TOASTIES THAT SUPPLY VITAMIN B₁ — THE ENERGY VITAMIN!

VALUE ADDED TO VALUE!

Post Toasties cost far less per ounce than most ready-to-eat cereals—only half as much as some. When you're buying cereals—the cost per ounce is the cost that counts! So, compare the net weight and the price of Post Toasties with other cold cereals. You'll find, on the average, you get 4 1/2 ounces more for every dime spent—4 big, extra servings of Post Toasties at no extra cost!

And now, adding value to value, the new Post Toasties bring you what no other corn flakes offer—the full Vitamin B₁ content of choice, sun-ripened corn! This extra benefit not only costs no more—you get Post Toasties at an actual saving over many other ready-to-eat cereals!

A Post Cereal made by General Foods



ENJOY POST TOASTIES DAILY—THE ONLY CORN FLAKES CONTAINING VITAMIN B₁

THEY'VE GOT THOSE EXTRAS THAT WIN BALL GAMES

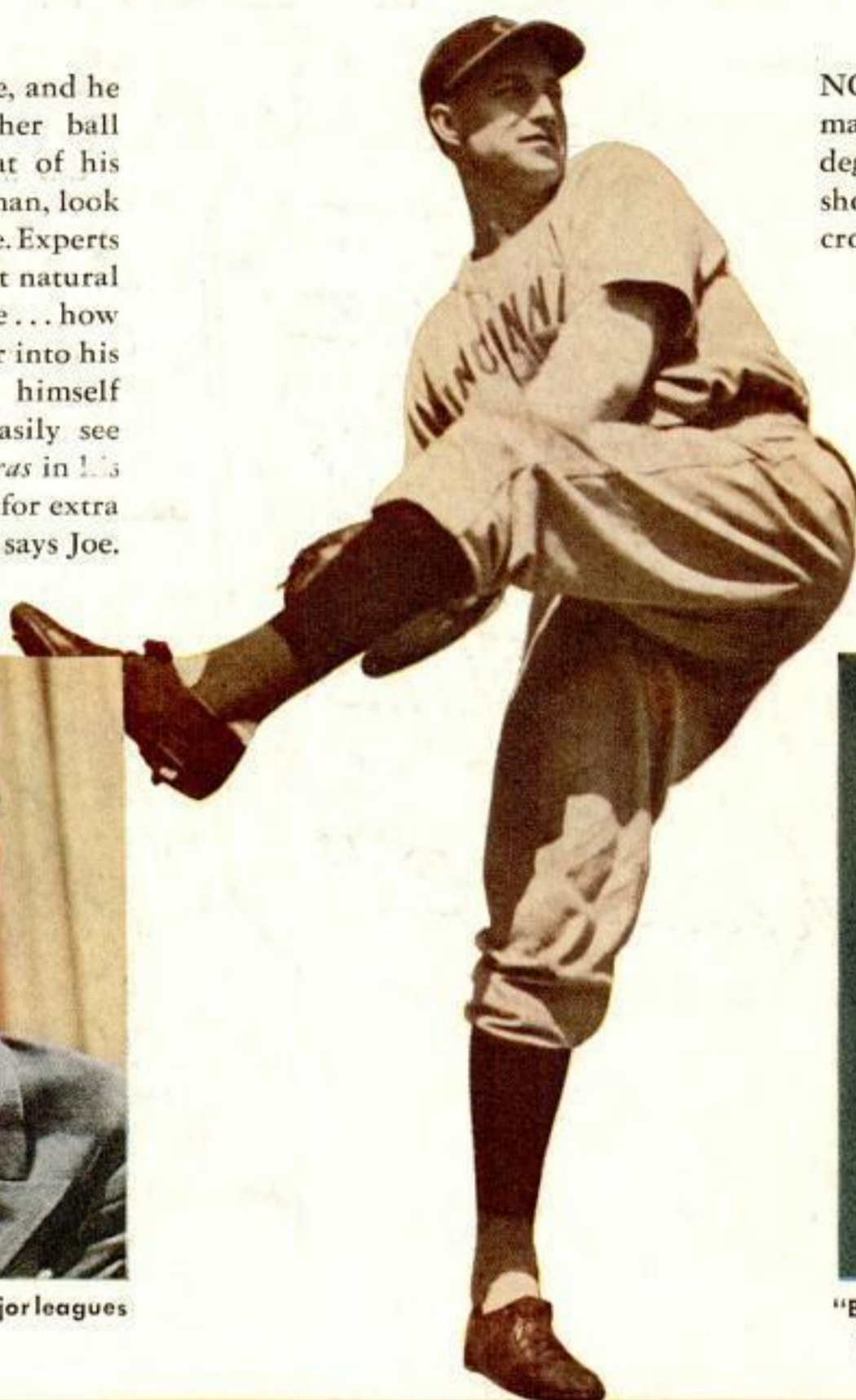
Yes, it's the extras that carried Joe DiMaggio, "Bucky" Walters, and George Case to the top. The extras of slower burning won them to Camel cigarettes



HE STEPS UP to the plate, and he looks like 'most any other ball player. But when that bat of his comes crashing through—man, look out! It may be the ball game. Experts call him one of the greatest natural hitters in the game. Where... how he gets all that extra power into his bat, even Joe DiMaggio himself can't say. But you can easily see below how he gets the *extras* in his cigarette. "I smoke Camels for extra mildness and extra flavor," says Joe.



JOE DI MAGGIO—He topped both major leagues in batting last season.



NO, "Bucky" Walters has no magic pitch. The magic's in his extra pitching sense—the extra degree of control in that famous right arm. It shows in every pitch... in a change of pace that crosses up the sharpest of batting eyes...shackles the mightiest of bats. Those are the *extras* in his pitching. In his cigarette, "Bucky" will tell you: "Extra mildness and extra coolness win with me. So I smoke the slower-burning brand... Camels." Yes, Camel's costlier tobaccos and slower way of burning mean extra pleasure—and extra smoking per pack (see below, left).



"BUCKY" WALTERS—He won more games in 1939 than any other pitcher in the majors.

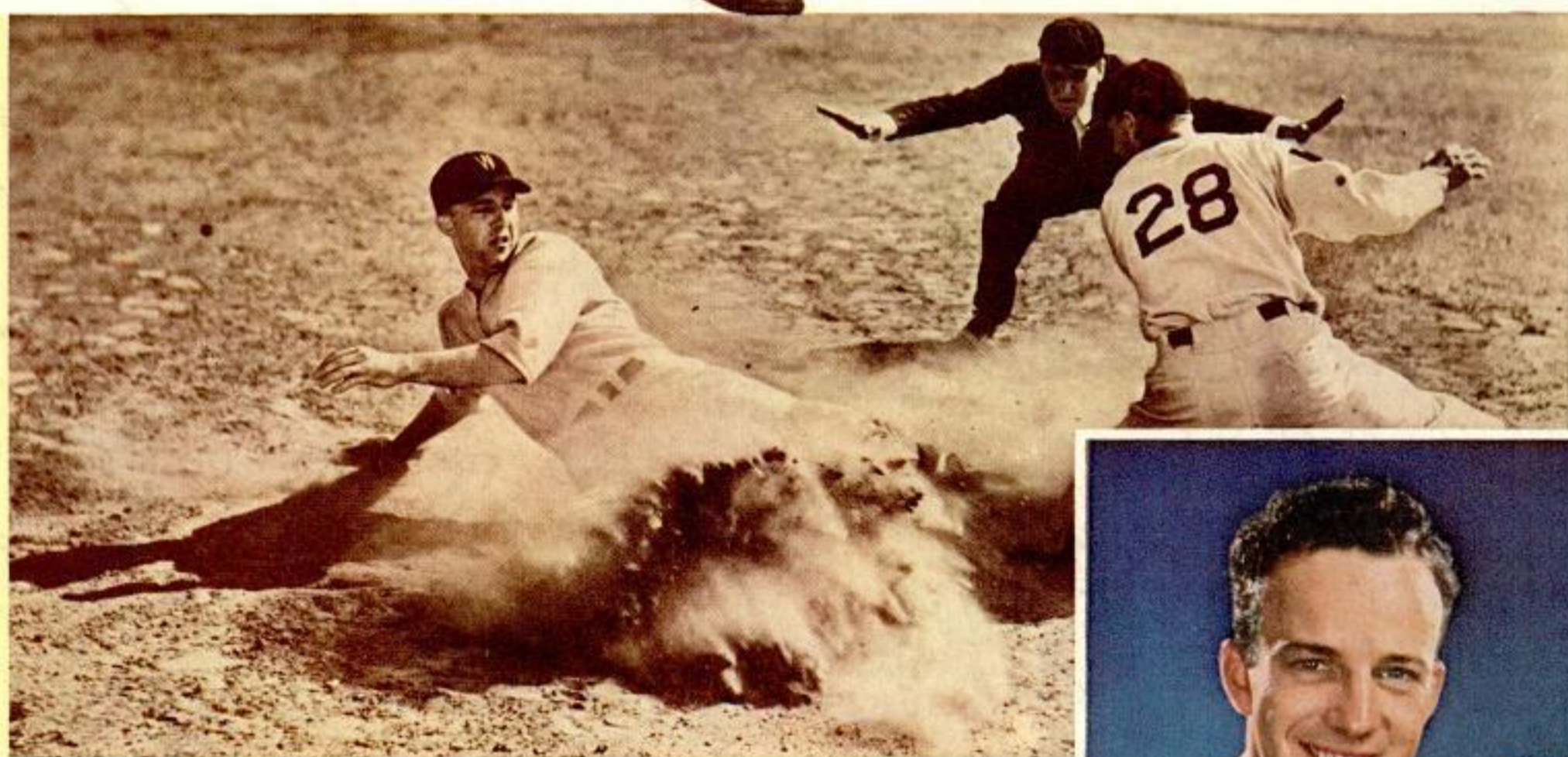
EXTRA MILDNESS

EXTRA COOLNESS

EXTRA FLAVOR

In recent laboratory tests, CAMELS burned 25% slower than the average of the 15 other of the largest-selling brands tested—slower than *any* of them. That means, on the average, a smoking *plus* equal to

5 EXTRA SMOKES PER PACK!



YES, it's the Case of the stolen base—George Case. *Extra smartness* in getting the jump on the pitcher... *extra speed* in getting there ahead of the ball—those two big extras have won George Case acclaim as the "fastest base-runner in the game today." Extras *do* make a difference—even in cigarettes.

With George Case—with millions of others—the *extras* of costlier tobaccos in slower-burning Camels are the difference between just smoking and smoking pleasure at its best. So turn to slower-burning Camels. Enjoy mildness, coolness, and flavor—with an extra measure of each... and extra smoking per cigarette per pack (see left),



GEORGE CASE—He stole more bases last year than any other man in the majors.

GET THE "EXTRAS" WITH SLOWER-BURNING CAMELS
THE CIGARETTE OF COSTLIER TOBACCOS